

Electrical Merchandising

The Business Magazine of the Electrical Trade

What does it?



Every electric refrigerator sale eventually comes to that question. Then the Servel dealer shows his prospect the coldest refrigerant used in domestic machines, and gives three dramatic demonstrations:



(1) Harmless



(2) 10 degrees below zero



(3) Ice instantly

SERVEL

AUTOMATIC
REFRIGERATION

EASIER TO SELL

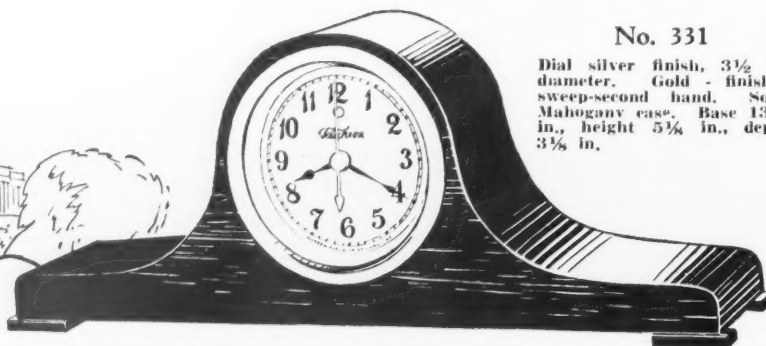


Trade Marks Reg.
U. S. Pat. Off.



Telechron

THE ELECTRIC TIMEKEEPER



No. 331

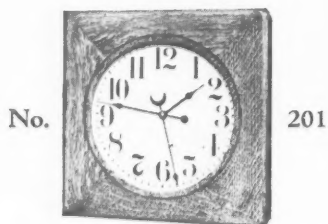
Dial silver finish, 3½ in. diameter. Gold - finished sweep-second hand. Solid Mahogany case. Base 13¼ in., height 5¼ in., depth 3¼ in.

WASHINGTON TIME FROM THE ELECTRIC LIGHT SOCKET

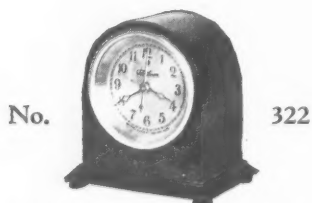
Every Wired Home a Telechron Prospect



Etched silver dial, 6 in. diameter. Gold sweep-second hand. Mahogany inlaid case. Height 11¼ in., width 8½ in., depth 5½ in.



Dial, 12 in. diameter. (Also available in 8-, 14- and 18-inch diameters.) Quartered Oak or Mahogany case. May be had with sweep-second hand if desired.



Etched silver dial, 3½ in. diameter. Solid Mahogany Case. Height 5¾ in., width 5¾ in., depth 4¼ in. Gold sweep-second hand.

THOUSANDS of users of the Telechron Electric Timekeeper pronounce it an unqualified success, and their satisfaction and faith in it prove that every wired home is a prospect for the Telechron.

For the *central station*, the Telechron represents a powerful opportunity for building good will by rendering a new and highly appreciated service to customers, as well as increasing merchandising profits. For the *electrical dealer* it means a steady growth in sales totals, as merchants everywhere can testify. Requiring no winding, regulating, cleaning or oiling, and very rarely any servicing, the Telechron naturally is being rapidly accepted as the ideal, modern timekeeper.

Our national advertising in "House & Garden" and "House Beautiful" is creating a great deal of interest. Full pages and half pages are now being prepared for the fall consumer advertising campaign.

SEE OUR SPECIAL MERCHANDISING MATERIAL

We have prepared a most complete folio of merchandising material to aid electrical dealers and central stations in selling the Telechron. If interested, we will send this plan to you, or, on request, our representative will call personally. No obligation, of course.

WARREN TELECHRON COMPANY

General Offices and Factory

ASHLAND, MASS.

WARREN
TELECHRON
CO.,
Ashland, Mass.

Please send me complete information regarding the Telechron ☐.

Please send merchandising and advertising folio for electrical dealers and Central Stations ☐.

THIS COUPON WILL BRING YOU
COMPLETE INFORMATION →

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Electrical Merchandising

The Business Magazine of the Electrical Trade

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The Men Who Are Making "Electrical Merchandising"

IT TAKES a lot of men and a variety of minds to make a magazine. Last month *Electrical Merchandising* celebrated its tenth anniversary, and recounted something of the early days of its history and of the personalities that contributed to its columns from 1916 on.

But tribute to the men responsible for the paper, past and present, would not be complete without mention of the promising younger generation that has come along and taken its trick at posts of responsibility.

FOR example, Edgar Kobak, who helped launch *Electrical Merchandising* back in 1916, is now vice-president in charge of all the McGraw-Hill electrical papers.

On the editorial side, Lester Moffatt, Maurice Clements, and Ray Sutcliffe have contributed notably, in their thinking and writing for the magazine. Their work has carried the paper to new heights of usefulness and practical service. Splendid work in the appliance field has been done by the two women editors of whom *Electrical Merchandising* is proud—Florence Clauss and Clotilde Grunsky.

ON THE business staff, M. E. Herring, and Don Roy, administrators able and untiring, are leading the finest team of good fellows and keen-thinking sales representatives that ever helped a manufacturer swell the demand for his output: George Duffield, veteran of the bunch; Robert Beard; M. W. Perinier; Jim Francis; H. W. Mateer; Horace Hunt; George Sears; W. K. Beard, Jr.; Rupert Thomas, John Van Norden and George Hatch. Nor shall we omit Brooks Shackley, peerless circulation stimulator (present high-water mark 14,146 net paid), nor Arthur Hirose, *Electrical Merchandising's* first office boy, who now, full of years and undisputed sagacity, presides over the Reader's Service Department.

These paragraphs set down the names of the men who are "carrying on" the magazine. Each is a picked individual, carefully selected and carefully trained for his job. Each has made good where others have failed and passed out—for the turnover on *Electrical Merchandising* has always been as high as are its requirements of character, capacity and ability.

O. H. CALDWELL,
Editor.

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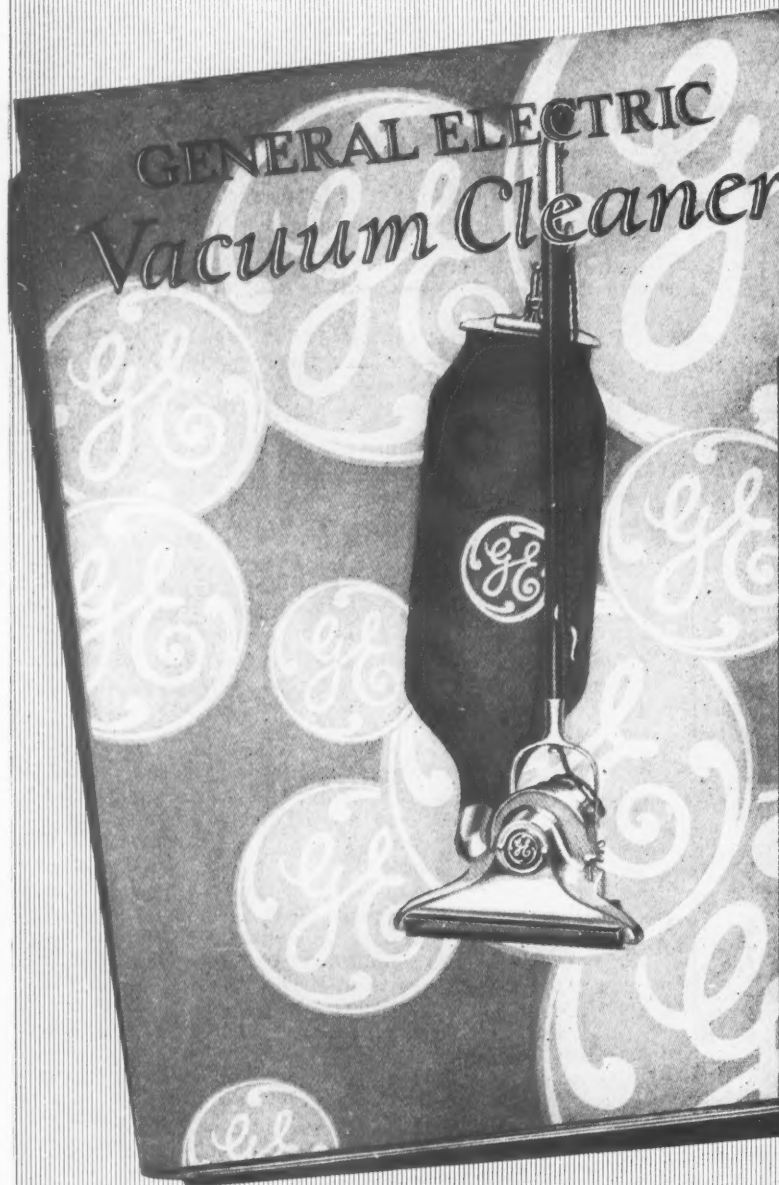
General Electric Company
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*You may send me the whole story
of the G-E Cleaner.*

NAME _____

ADDRESS _____

BUSINESS _____



**This booklet tells you all
you need to know about
the new G-E CLEANER**

... but let us tell you just this word more. The G-E Cleaner will not compete with any cleaner you may now be selling. It is in a class by itself—and will create a new and vastly profitable block of sales.

The woman who never bought a vacuum cleaner because she wanted only the best and couldn't afford to pay \$70. for it, will now buy this \$49. cleaner because it bears the name of General Electric. She knows that the G-E mark has always meant quality—and that it always will.

Tear out the coupon, send it in. It may be your first simple step to a really big business venture.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT

Electrical Merchandising

The Business Magazine of the Electrical Trade

Biting the Hand that Feeds Appliance Load

THE electrical-appliance dealer and the central station live in the same house. In every town they form a natural family, dependent upon the same source of support, which is the use of electricity by the local public, and looking alike to the future of a greater market. And like many another household the members of the local family of electrical men think differently on many things, because they are different people. But there are family interests, family ties, which lay an obligation on each one of them. They may misunderstand and quarrel, but always they are inter-dependent like any other family, and they cannot afford to fight.

RIGHT now there exists a great difference of opinion in the electrical families in many cities. Power companies and dealers disagree as to what terms should be offered to the public in selling household appliances. It seems a little thing to some—but it is threatening the welfare of the family nevertheless. It has become a family matter that all members of the household should show interest in.

The American public has adopted the easy-payment plan of buying expensive equipment. The central station is quite rightly taking advantage of this popular preference. So is the dealer and so is the manufacturer. When the power companies became enthusiastic over the easy-payment idea and began to sell electric flatirons and other small devices at fifty cents down and fifty cents a month, the dealers murmured. For the dealers could not do this and make money. But today the central stations in many cities are allowing 24 to 30 months to pay on clothes washers, vacuum cleaners, ironers, refrigerators and other major appliances and this is absolutely unmeetable competition. It puts the dealer out of the running. And the dealer feels that when the public utility sells appliances upon such terms without regard to the effect of such a policy upon the other members of the family—the local trade—it is an abuse of financial strength.

BUT it isn't merely a question of privilege. For if it is bad for the dealer it is worse for the central station, since even in cities where the power com-

panies sell appliances, 60 per cent of the business is done by other dealers. And there are still 6,000,000 wired homes served by companies who sell no appliances whatever. So anything that demoralizes the market for electrical appliances through the regular channel of household equipment supply is a direct interference with the growth of residence load throughout the country. For merchants will not push a line on which their profit margin is too small. Why should they?

In the retailing of electrical appliances, at best the profits are not great. Actual net profits are often made or lost in handling the financing of the time-payment paper. The family interest among electrical men should therefore be to conserve and increase their profits so that more money can be spent in building the market.

Why should electrical men be forced to quarrel over a thing like this? The central station does not mean to bite the hand that feeds appliance load. Whatever will best increase the flow of current consuming appliances into the American home will best benefit all the members of the family. The need is for a family council to determine what is best for all.

LET us, therefore, set up *standards of good practice* in installment selling, defining terms of sale and conditions which can be met reasonably by all merchandisers,—independent dealers as well as central-station electric shops.

Shall we say that twelve months is a reasonable limit on electric-washer or vacuum cleaner sales?

Shall we agree that eighteen months is the maximum time that should be allowed on refrigerator contracts?

What of other devices?

With such "standards of good practice" in installment selling, recognized by electrical men generally, central-station merchandisers would naturally see the importance of conforming in the interests of the family. For where at present unhappy conditions exist, they are due in most cases, we believe, to a lack of knowledge of what good merchandising dictates, rather than to any disposition to ignore or injure the interests of the central-station's good friends, the local dealers and contractors.

AUGUST 1926						
S	M	T	W	T	F	S
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29	30	31				

The
Merchant
Who Plans
 in August
Profits
 in September



SELLING
PLANS

WASHER
PLANS

CLEANER
PLANS

SEPTEMBER 1926						
S	M	T	W	T	F	S
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RANGE
PLANS

REFRIGERATOR
PLANS

August, 1926



How Complementary Lines Straighten the Sales Curve

The experience of four dealers who specialize in oil burners and electric refrigerators

THE Heating and Refrigeration Sales Company, Jamestown, N. Y., has increased its gross sales 25 per cent and cut selling and servicing costs 20 per cent, because it is merchandising complementary lines. Electric refrigerators and oil burners complement each other, asserts Carter Lyman, sales manager of this concern, in that the period of greatest demand for the one is the time of least activity for the other.

Funk & Wagnalls' dictionary defines "complement" as "something that fills up what another thing lacks" or again "that which must be added in order to constitute a symmetrical whole."

Lyman's story was so interesting and the characteristics of his two lines fitted the preceding definition so exactly that *Electrical Merchandising* sought further light on this matter.

The experiences of dealer Number Two (who handles refrigerators and burners in Kankakee, Ill., and whose name is omitted by request) checked surprisingly close with those of Mr. Lyman.

Two more dealers in Illinois, one in Oak Park, the other in Park Ridge, were then interviewed. Again, there was found a similarity of opinion, of method, and of results.

Here, then, are the unanimous conclusions of these four concerns:

The periods of active demand for

electric refrigerators and oil burners varies according to the time of year but do not occur simultaneously. By handling both of these appliances, therefore, the sales force is kept busy for at least nine months in the year. The other three months (December, January, and February) are profitably employed in building prospect lists on both lines.

"This is but one of many considerations," states C. F. Wallner, part owner of the Modern Home Equipment Company, Park Ridge, Illinois. "The greatest advantage these alternate lines give us is that we are in a position to obtain a list of purchasers of one device who, a few months later, will buy the other one."

Wallner's viewpoint was stated by L. S. Walker, manager of the Nicholas Hardware Co., Oak Park, Ill., in these words: "Twenty per cent of our oil burner customers

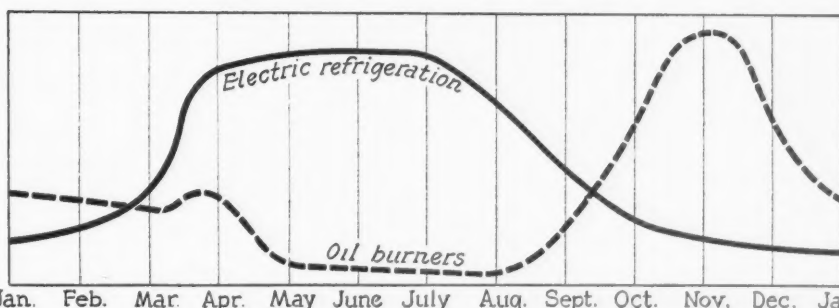
can be persuaded to buy electric refrigerators. Fifteen per cent of our refrigeration clientele ultimately are in the market for oil burners—and the house of Nicholas gets 90 per cent of that business."

The merchant in Kankakee contributes his share to this discussion in the following precise and picturesque language—"I endeavor to plant as many refrigeration sales in February and March as I possibly can," he declared, "because refrigeration sales planted so early will bloom in May and June in the form of prospect blossoms for spring refrigeration installations. Then I continue to carefully cultivate this garden of early and late blooming refrigeration plants because in the bouquets which I gather in August and September I find many interesting floral friends—prospects."

All four dealers are located in trading territories of 40,000 or less. Here the limitations of the buying market will not permit the opera-

(Continued on page 84)

Chart of Servicing Activities

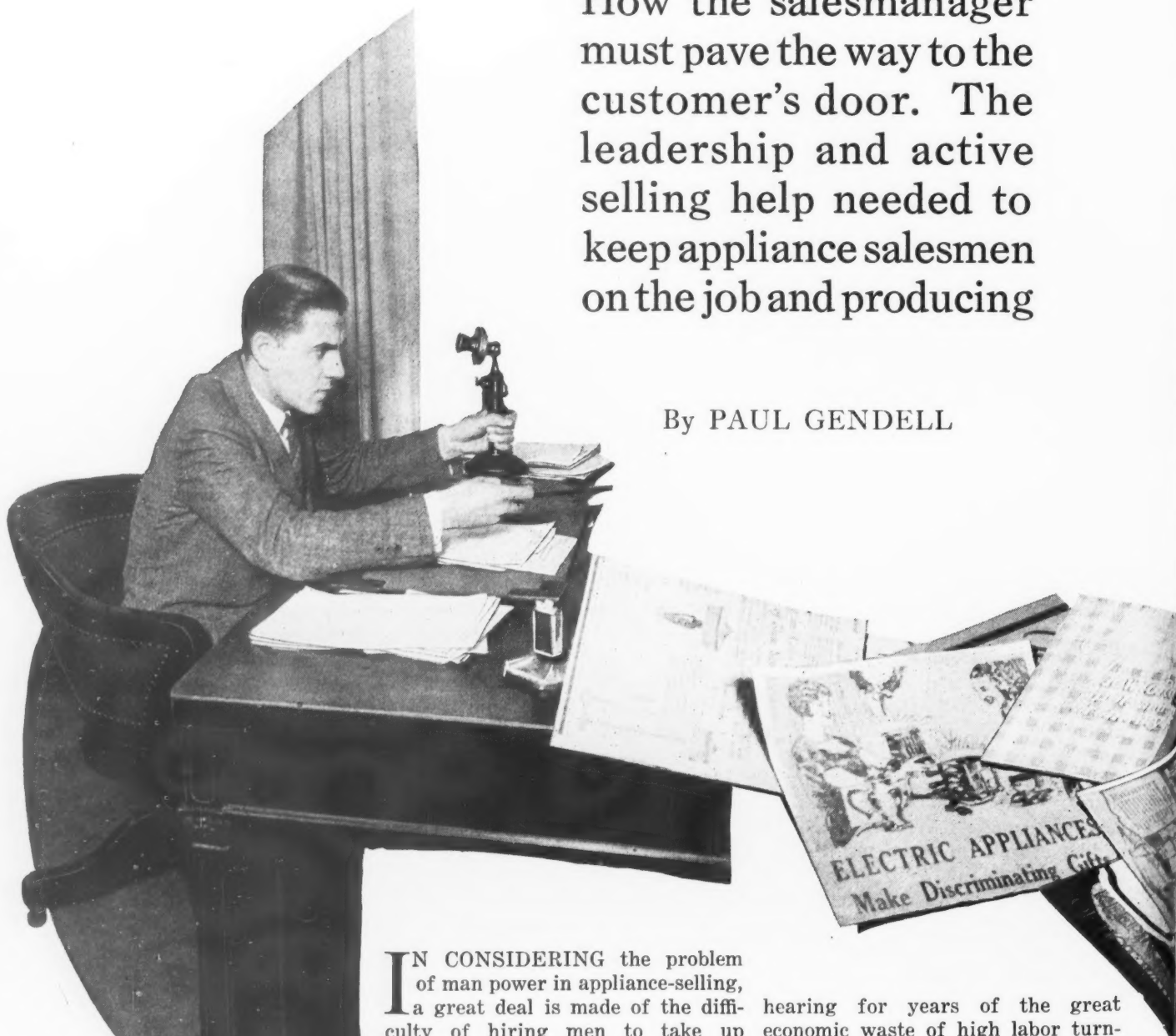


"In communities of 30,000 or less, be taught to service both oil burners and electric refrigerators."

Getting Results from A

How the salesmanager must pave the way to the customer's door. The leadership and active selling help needed to keep appliance salesmen on the job and producing

By PAUL GENDELL



IN CONSIDERING the problem of man power in appliance-selling, a great deal is made of the difficulty of hiring men to take up specialty house-to-house selling. After a considerable experience, I can say that I cannot see any particular difficulty in *hiring* men for such positions and even in getting them started in the work.

The difficulty comes in *keeping* them at the work for a sufficient time for them to make a living wage. An this means the time necessary to allow a man of fair potential sales ability to become experienced in this particular work.

The labor turnover of specialty selling is too great. We have been

hearing for years of the great economic waste of high labor turnover in industry. Manufacturers for the past ten years have spent much time, effort, and money, to reduce this very real waste and, to a certain extent, have succeeded.

A manufacturer who has today a labor turnover of 100 per cent per year is usually considered as being either way behind the times, or as being extremely unfortunate in his labor conditions. A very conservative estimate of the cost of labor replacement in an industry is \$50 per man. A plant employing one thousand men and which has a 100 per cent turn-

n Average Salesmen



over or labor replacement would have a cost of \$50,000 on that item. Quite a handy sum to be able to apply to dividends.

No one knows the cost of turnover in a specialty sales force. We might make an estimate which would include such items as office space in which to do the hiring, advertising in classified sections of the newspapers, salary of a competent interviewer, cost of supervising the efforts of a new man, loss of business while the new man is learning how

to sell, cost of taking out new fidelity bond for new man and many other costs, either actual or potential. Personally I have no doubt the cost per man equals the estimate of \$50 of the factory unit.

I do not believe many specialty concerns know what their sales turnover actually is. It occurs so frequently that it is next to impossible even to keep track of it. Certainly, the average will be ten times the working force or a one thousand per cent turnover.

Accept this estimate or not, everyone will admit that the specialty company does spend a lot of money to maintain a sales force and that its volume of sales is held down by the lack of a sufficient sales force to properly cover its territory.

Looking over the classified section of the leading advertising paper in

any large city, we are struck with the fact that the only sort of position available to any extent is sales. Read these ads—they make wonderful reading, better than the Arabian Nights. Wild fancies and conceptions of priceless "opportunities."

I once counted over fifty such advertisements in a newspaper in a city of half a million population. Sift them out if you have the time and you can be fairly sure that two-thirds of them do not even represent reputable products. Half the other third have grossly exaggerated the possible earning power of their salesman or have more or less adroitly worded the ad to make it appear that a guaranteed salary is offered, or that house-to-house selling is not involved.

Many years of hiring men and women, boys and girls, have convinced me that persons can be found

to take most any job at most any price. Reactions are comparatively few no matter what the job, laboring, clerical, sales, technical, executive. Consideration of pay, physical or mental fatigue, hours, location, experience, social standing, promotion possibilities, these cover in a general way most of the reasons why men take jobs and why they quit them.

Pay Important Influence

Pay is obviously the most compelling influence. It is certainly not reasonable to expect men to keep a job that does not afford them a living.

Pay, however, may be satisfactory, yet the man does not remain on the job. Most men will quit a job of which they are afraid. The desire to be successful, to make good at the job is very general. Maybe the man cannot exercise the brain, will and body sufficient for accomplishment.

The mental and spiritual fatigue of specialty selling is considerable and is also undoubtedly a factor. The social standing of a specialty salesman is ordinarily not as good as the clerk or factory worker, and this fact also influences the man as to whether he stays or goes.

Summing up, then, let us see what the ideal set-up would be to secure and retain men as specialty salesmen:

1. The product must be above suspicion as to quality and value.

2. The newspaper advertising must be fair and honest and this need not make it unattractive.

3. Selection of men must be on the basis of common sense. Do not attempt to use a man whose personality, education or experience makes it almost a certainty that he will prove unsuccessful.

The super salesman is only a dream. We are going to obtain only the average men. Why can we expect the super-man? Does our proposition warrant the use of super-men? We must take the average man and fit him into the job by means of a practical system of training whereby the unproductive period is brought down to minimum and the man can be placed on a wage earning basis that will enable him to exist.

No one will deny that the average man, even after he has learned all he can about his particular sales job, has a difficult time to make an average living. The sales manager, therefore, must give the sales force collectively and individually practical sales help in digging up and closing prospects to supplement the hard grinding and often unremunerative cold-turkey canvass.

We must then inspire the man to respect his product, his company, his sales methods, and himself to combat the stigma of being "one of those canvassers."

The product I am most familiar with—vacuum cleaners—is, compared with some other electrical specialties, low priced. Four or five sales a week are necessary to give the salesman very satisfactory earnings; three sales a week he can usually get by on; two sales a week gives him an insufficient living and with less than that, he is not supporting himself.

It is easy to see, therefore, that the difference of one sale per week makes a great difference in the earnings of the salesman. A judicious handing out of "gravy" to the salesman in the form of leads will often go a long way to keep him happy and contented.

Obtain Leads Systematically

A regular system should be inaugurated for obtaining and handling such leads. Telephone campaign, special advertising, circularizing by mail, utilization of lists previous customers all have been tried with some success.

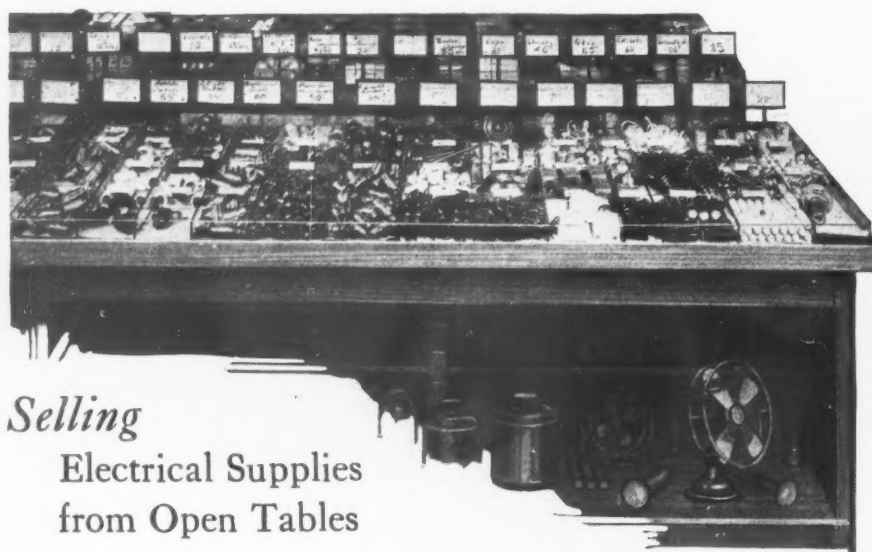
Real initiative and effort are required in the local sales manager to put across such sales helps. This brings us to the all-important question of leadership.

The writer's experience in personnel work in enormous war industries has shown to him the tremendous producing abilities of the right sort of foremen, superintendents, managers and presidents.

If running a plant requires real leadership, how much more does the handling of salesmen? The physical labor involved is considerable. From the very nature of the work the disappointments must be many. Enthusiasm for the work must be maintained at a high pitch. A dull, heavy personality cannot be highly successful. The high strung nervous characteristics of a good salesman must be taken into consideration.

Leadership must handle this temperamental personality—keep the organization tuned up to a high pitch. Systematically look after the numerous details of such a selling organization. Lay out sales campaigns. Plan the work so as to utilize efficiently the time of the salesman. In fact, the management of a direct selling sales organization requires almost a super-executive.

It seems to me that the primary necessity for a successful organization is to hire or train leaders who can lead and that in them lies the weakness or strength of the organization.



Selling

Electrical Supplies from Open Tables

"Open table merchandising" represents a new trend in store selling of electrical supplies and parts by electrical dealers, adopting the principle long used with such success by the "five-and-ten-cent" stores. People like to pick up articles and examine them before buying. Letting the customer look for himself also saves clerk hire, enabling one

attendant to confine herself to wrapping purchases and handling money. The table shown is in use in the store of the Payne-Cummings Company at North Adams, Mass., was furnished by the W. C. Heller Company, Montpelier, Ohio, and cost \$50 complete with bulb-edge glass partitions, fittings, etc. The table is an ideal one for its use.



Getting the Store Ready *for the Fall Rush*

I KNOW of nothing which intrigues the interest of the store executive more than store layout—unless it be forecasting, or business planning. As long as stores have been—and as long as they will be—owners and managers are going to spend hours and days in every year with pencil, paper and rule, working out new layouts. And that once-in-a-lifetime opportunity—the new store—calls for months of time and thought.

This constant flux is the surest indication of the diversity of opinion existing as to the best practice in store planning. Changing seasonal and popular demands account partly for this, of course, but quite often the thought has no more stable a foundation than the one which drives the housewife into rearranging her home.

Each store presents a somewhat different problem and it would be futile to attempt to give any hard

The fundamental principles of layout and equipment, as applied to the electrical dealer's problems of store arrangement

By S. J. RYAN
Merchandising Counselor

and fast rules for the electrical merchant. There are, however, certain generally accepted rules which years of storekeeping have established as the best practice, and it is these we propose to discuss here. It is pertinent to mention right here that the services of expert store planners in the employ of more than one store equipment concern are available, without obligation, to electrical merchants for the asking.

In the order of customer approach, we will briefly discuss windows, floor cases, floors and floor covering, wall cases and stock cases.

I am strongly of the opinion the electrical merchant's windows should be distinguished by an *absence* of permanent background. One reason is that these stores as a rule are smaller than department stores and central station showrooms, but even the latter can achieve the necessary effect by the use of portable and removable backs.

The very nature of the merchandise calls for as much *flexibility* in window arrangement as possible, and permanent backs are rather restrictive. By that I mean the space required for a proper display of irons, for example, would

prove inadequate for refrigerators, etc.

Colors should be dignified and subdued.

Lighting—the old, old story of the cobbler's son. Obviously the best lighted windows in town should be those of the electrical merchant. But are they? Now by *best* lighted I don't mean those using the largest number of watts by any means. Very few windows in even the largest stores are properly lighted.

What is desired? Clear, shadowless, illumination without glare or reflection. Accordingly lights should be *directly over* the merchandise (out of sight of course) and if reflectors with a blue reflecting surface and clear glass bulbs are used you'll find you get very good results.

The number of lamps and their exact position depends upon the individual windows of course. Spotlights are very good for special effects, especially where contrast and shadow are desired.

Just one more point regarding lighting. All that has been said, and more, applies to interior lighting in general. Not one store in ten, today, has proper lighting. I guess we don't appreciate, as yet, the tremendous selling value of a good lighting job. Just walk through your local stores with this thought in mind and see if you don't think so too.

The Elements Which Count in Window Displays

Probably window decorators will not agree with this classification, but from the practical merchandising standpoint I believe the value of window displays are in the following proportion:

1st, *Action*; 2nd, *Uniqueness*; 3rd, *Timeliness*; 4th, *Beauty* or *Harmony*, and 5th, *Price Appeal*.

The "value" of these displays is based upon the quality that will attract and hold the interest of the largest number of passersby. If you agree with this analysis, gage your displays accordingly. There is a raft of good window material available that will fit into any of these classifications and which will be supplied to you without obligation. But displays must be changed frequently to be effective—three days is a good schedule and a week should be the limit. Dusty, fly-specked merchandise is anything but inviting and your windows, like your advertising, are nothing more or less than invitations.

The generally accepted rule in location of merchandise in a salesroom or store is: Luxuries nearest entrance, "pick-up" merchandise in line of traffic, and necessities farthest from entrance. But there are exceptions to this rule too.

The Store Furniture

Now as to fixtures. They need not be expensive but they certainly should be harmonious in design, proportion and color—and *well lighted*. Fixtures, after all, are *containers* for the merchandise you have for sale and if your sales floor is over-fixture you're distracting the customer's attention from the *merchandise*. An extreme example of this is a prominent eastern central station salesroom. Whatever effect was striven for has been lost in an atmosphere akin to a museum of art. The poor little irons and toasters, etc., appear to be *interred*. Nor is this effect challenged by any undue bustle of buyers. It is as fatal, then, to "overfixture" as to "underfixture." Common sense and the advice of those experienced in such work should guide.

If your store is strictly an appliance store, that is one thing; if you handle wiring supplies, lamps, etc., that's another problem. In general, you should attempt to *direct* your traffic by the location of your staple and largest selling units of merchandise. In the case of central station salesrooms, the cashier's cage, lamp counter, etc., are great aids in pulling traffic by other merchandise.

Selection of Floor Influenced by Interior Design

Floor materials are of every conceivable substance: stone, marble, concrete, compositions, wood, steel, cork, linoleum, etc. The interior design and decoration influence the selection of the floor. The main points to bear in mind are that the

floor should have a good appearance, not soil too easily, be easy to clean, be as noiseless as possible, not tiring to the feet of customers and employees and have a degree of permanence.

Side or wall fixtures should not exceed seven feet in height and, needless to say, should be in harmony with the floor cases and center fixtures. The latter should not be over 48 inches in height, or at the most 54 inches. This gives one a clear view of the whole interior and in the larger establishments materially better service to the customer and often results in a saving of clerical salaries.

Forward Stock and Reserve Stock

A good rule to follow in wall fixtures is to use as display space as much as possible within view of the customer and to use as storage space all below the customer's line of sight. This brings us to stock space. This can be roughly divided into forward stock and reserve stock.

In too many instances I have noted the salesroom being used for reserve stock to the great detriment of the store's appearance.

Where a reserve stock room is being equipped, look into the matter of steel stock shelves. The larger stores are rapidly coming to these for the best of reasons, economy.

And when you have succeeded in achieving a sales-stimulating effect in your store do not plaster it up with manufacturers' signs, unless they are harmonious and unique.

They Don't Cash Checks

The proprietor of an electrical supply store in Jacksonville, Fla., who had been bothered more than usual by people asking him to cash checks for them put an end to the whole nuisance without much trouble. He hung a neat little sign in his store worded as follows:

"We have made arrangements with the banks whereby we will cash no checks and they will sell no electrical supplies."

The pointed way in which the whole sign was worded made it almost impossible for anyone after reading it to muster up enough courage to ask to have a check cashed. And by putting the sign in a very prominent place it was almost impossible for anyone to enter the store without seeing it.

Locating Merchandise

The generally-accepted rule for the location of merchandise in any store is

Luxuries—nearest entrance.

"Pick-up" articles—in line of store traffic.

Necessities—farthest from entrance.

Concurrent advertising to

Boost Heater Sales

Sept. 15
to Oct. 15



AT the request of the Commercial National Section Executive Committee, N. E. L. A., representatives of manufacturers of household appliances met at Atlantic City and discussed the national advertising campaign to fulfill their part of the concurrent advertising plan. It was then agreed that the following campaigns be conducted—

September 15–October 15: heaters;

October 15–December 25: general gift line;

February, 1927: waffle irons;

March, 1927: toasters;

April, 1927: percolators.

Based on past experience in the two campaigns conducted last spring, it should be evident that concentrated advertising will create a great deal of interest in the mind of the public on these various devices. It is expected that many millions of advertising messages will appear in the national magazines during the periods above suggested. The effect of this large number of messages can readily be seen; but it is necessary for the local central stations and other electrical merchants to promote the sale of these devices at the same time, in order to capitalize on

this tremendous concurrent publicity.

In the case of the first campaign schedule—heaters—the time for operating the campaign is largely dependent upon local weather conditions. It is felt that the only practical way to handle this problem is to have the manufacturers place their national magazine advertising in September and October. Then, local central stations and dealers can plan and operate their campaigns during periods when proper weather conditions prevail, based on previous experience.

This form of concurrent advertising is new to the electrical industry but its success has already been demonstrated. If local companies tie-in with the efforts of the national manufacturers, there is no question but that the plan will be continued and become more effective each year.

Local Advertising

One of the most important tie-ups with the concurrent national advertising of the manufacturers is local advertising. This advertising may not always be feasible in all localities, but its non-use should be no

reason for not campaigning on the devices during the particular periods selected. If local newspaper and bulletin advertising can be run, it will increase the sale of the devices; it will direct the readers of the national advertising to the local advertising; should they be partly sold on the idea of possessing any one of these devices through seeing national advertisements, the idea will crystalize in their minds when they are told they can purchase these devices, and at what price.

It must be remembered that the more tie-up advertising the local central station is able to do, the more effective the campaign will be. When the public's attention is aroused by national advertising and then learns from local newspapers that its own electric service company sells the electric appliances, sales will be made.

Direct-Mail Advertising

The housewife, or her husband, notes the advertisements in the various national magazines, on the devices to be campaigned, as outlined herein. Should they then receive a folder or broadside calling particular attention to a special offer on any one of these devices, it is more than likely that they will become definitely interested. A direct mail campaign, backed up by magazine and newspaper advertising, is most effective, and the two should be used in conjunction if possible. Manufacturers of the devices are prepared to furnish folders or broadsides for mailing direct to the dealer's prospects. Most of the manufacturers will imprint this literature.

More Sales from Better Plan *for store and stockroom*

THE relation of the store and stock-room plan to a profitable volume of sales and construction work is well illustrated by the interesting use of three floors by the Belmont Electric Company of New York City.

This company, of which A. Lincoln Bush is president and general manager, by carrying a large variety of material and appliances in stock, has increased sales by grouping apparatus and material in both salesroom and stockroom so that these departments efficiently serve the installation division.

The Belmont Electric Company occupies two floors and the basement of a building. The second floor is devoted to a workshop and storeroom of quantities of the larger material. The first floor is divided into a small salesroom, the office, and a stockroom. The basement is divided into a third stockroom and the salvaging department.

Salesroom Is Condensed

The first-floor salesroom is devoted to a display of apparatus and appliances, no quantity of stock being carried in this department.

On one side of this room is a showcase displaying all sizes of fans and nearly every size is of a different make. All sizes of each make are carried in the stockroom upstairs, but only one size of each make is displayed.

In cases along the side of the room are displayed practically every kind of small appliances, lighting units, waffle irons, thermolights, etc.

On the other side, are displayed novelties, percolators, flashlight batteries, and a large rack, making it possible to light any design of color of lamp in stock.

In the center, are several appliance tables and in the rear is a showcase in which are thirty-one different types of flashlights. Here, too, is a rack holding a large variety of silk cord on reels.

On the ceiling is a row of twelve commercial lighting units, only seven

of which are sellers, the others being for comparison in price and quality.

Back of the rear showcase, is the telephone operator's board and the repairman's table and apparatus. The telephone operator also looks after the store when she is not too busy, and this gives her personal and phone contact with the customers.

Rear Stockroom Supplies Salesroom

Immediately to the rear of the salesroom is a small stock room with a supply of all lamps sold in the salesroom. Here, also, is a stock of all the small wiring devices which are usually required in a hurry.

In the basement, are carried all of the odd sizes of fittings, fixtures, etc., a complete stock of lamps, as well as wiring devices and cabinets which are in more general use than those which are stocked upstairs.

In the center of this stockroom is a measuring table where all broken coils of wire and cable are accurately

measured, tagged, and stocked, according to length, in bins at the side. Here, also, is a rack holding odd lengths of conduit.

When material is being gathered for a job, the various runs are noted and any cut pieces of cable, wire and conduit which are suitable, are used.

In the front of the basement, is a room devoted to salvaging the old material taken from jobs. This material is sorted and that which is good is placed in the stockroom.

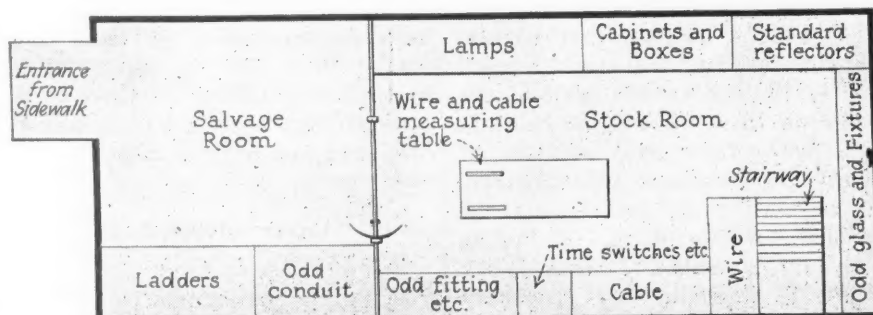
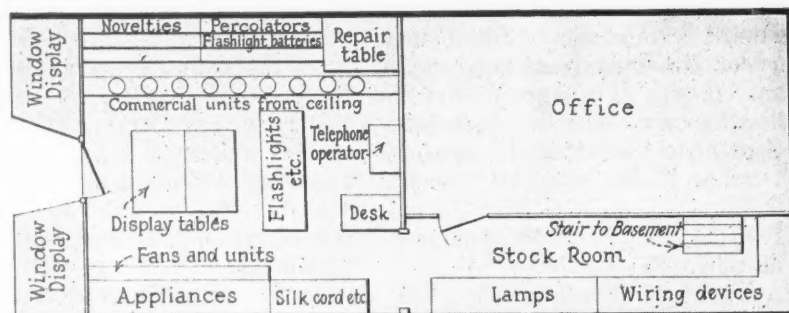
Salvage Room Keeps Junk Man Away

When usable fixtures are brought in, they are refinished and all but one placed in the stock room. This one is placed in the salesroom and tagged with the number of remaining fixtures which could be supplied.

When damaged apparatus which can be repaired, is brought in, such as a service fitting with a broken porcelain, the fitting is set aside and a new porcelain ordered. When the porcelain arrives the unit is assembled and placed in stock.

By making every inch of floor space count, and by arranging the stock so that the clerk can obtain supplementary articles without going from end to end of the building, Mr. Bush has been able to offer his customers a very large selection of electrical equipment and to make it pay.

How a Large Stock Is Carried Conveniently



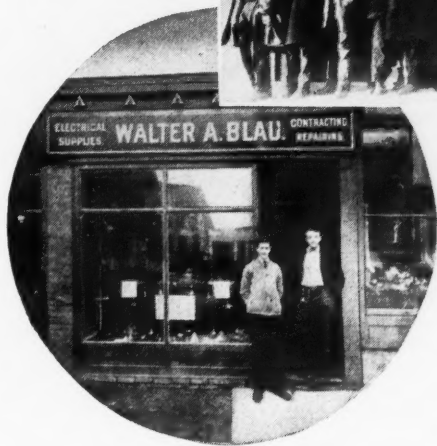
Diagrams of the first floor (shown at top) and basement of the Belmont Electric Company, New York. Note

that the salesroom has its own stockroom which is readily accessible from all points.

How Blau's Wiremen Sell *Outlets and Appliances*



Seventeen years
ago and now



Dramatized training of entire organization in selling makes for outstanding success of contractor - dealer in Connecticut River town of 23,000

SEVENTEEN years ago, Walter A. Blau started in the electrical contracting business at Middletown, Conn., on a capital of \$500. For the past five years, his yearly gross has averaged just about \$100,000. Middletown has a population of 23,000.

Blau attributes this success, in large measure, to the sincere interest that *every* member of his organization has in increasing, by personal salesmanship, the gross volume of wiring and appliance business. An appreciation of the unusual opportunities for selling which face every wireman on the job, and some effective

methods of impressing the entire business family with the importance of talking extra outlets and added electrical devices at every opportunity is, in his opinion, an important factor in developing an electrical business.

Teaching Journeymen to Sell

Today Blau's organization totals twenty-seven people. It takes real initiative and concerted effort to create the business to support such an organization. On the other hand, here, according to Blau, is a latent selling power awaiting but the proper directional and inspirational force to convert it into productive sales dollars action. And, in the home, at the time the wiring job is being done; when the housewife or owner

is in a most receptive mood and conditions are ideal for uninterrupted selling; here, he states, is the time and the place to add outlets and appliances to the original order.

Blau trains the foreman and the journeyman in suggestion salesmanship by holding monthly "get-togethers." These affairs are held in the store or—if followed by a dinner, as is frequently the case—in a private dining room of the local hotel.

The lesson in personal conduct while "on the job" as well as in the talking points of some particular appliance and how to prevent it, is often dramatized. It is *acted out*, in other words. Blau frequently takes the part of the wireman. Not only does this dealer *visualize* all the details of selling extra outlets

and appliances but he tells his people how to lay the foundation for an attentive hearing by stressing the importance of making a good impression.

The entire organizational audience is instructed in such matters as neatness in dress, wiping one's shoes, tipping one's hat and to observe important details like making the proper introduction when greeting the lady-of-the-house. The helper, for example, was shown in one "skit," following the journeyman and immediately cleaning up any muss occasioned by the former's efforts. Smoking, loud talking and swearing is not tolerated.

"I have taught my men to sell additional outlets on the job they are wiring and have used this dramatic method as one means of getting the idea over to them," Mr. Blau explained. "I pay fifty cents to the men for every such outlet they sell and have had as many as twelve additional outlets sold by a foreman on the job even after I had gone all over the specifications with the owner before the work was started. These extra sales, I think, have been largely due to the fact that after a job is begun the owner becomes enthusiastic.

"He gets to thinking about convenience outlets and electrical accessories and when he actually goes over the work he sees where additional wiring should be done. I have explained to my men this particular psychological situation and instructed them to take advantage of it by being ever watchful for such a frame of mind on the part of the owner and by seizing such an opportune moment to make their sales talk.

Not All Respond To Sales Training

"Now it is not every journeyman who will respond to sales suggestions of this nature, but the effort is exceedingly worth-while," he continued. "Five of my men have shown great interest and have added from \$30 to \$40 to their earnings every month. They have often closed sales for the small appliances but more frequently they call for assistance when it comes to getting the signature for a washing machine or an electric range."

Mr. Blau was asked concerning the qualifications of the average worker for this kind of "side line" effort. "Do your workmen ever do more

harm than good in their attempts at selling—do they unintentionally perhaps, misrepresent, or overstate the nature of a device and its possibilities?"

"You'd be surprised," was his immediate response, "how they take to it. You see it's a challenge to their imagination. It appeals to their desire to broaden out, to do something and be something more than just a wireman. From my stand-

IS THE average journeyman so "short" on public approach that he cannot be utilized to sell fixtures, outlets, and appliances while "on the job?"

W. A. Blau has demonstrated to his own satisfaction the latent sales ability of over 50 per cent of his outside force of wiremen. His dramatic method of instruction is effective and his results are worthwhile and profitable.

point, I find some of these men far more satisfactory than the average run of salesman such as we now have to take for outside selling work. These men are older, they are more reliable, they have a better technical knowledge of the product and of its practical possibilities. They talk the language of many of the people in whose homes they are working and they create a better atmosphere of confidence in them and in what they say because the public feels that the electrical worker has nothing personal to gain by overstating the case or misrepresenting the appliances.

"Here is another angle to it," he continued. "These men are not dependent on their sales for a livelihood, therefore they do not become 'panicky' or get discouraged if they do not close every prospect. This gives them a certain poise which seems to help them in their selling work. Also, I find that this opportunity and encouragement to sell which I give my men seems to help them in their regular work. They take more of an interest in the business and if they sell an extra outlet, I know that it will be properly installed.

Blau's plan is in effect, somewhat similar to the Red Seal idea. In other words, he takes the stand that

a house should be adequately wired and that there are certain minimum specifications which will insure adequacy. He has told his men, for example, the necessity for one outlet every fifteen feet of floor space. He has explained the theory of the moving of furniture and how, when this is done, a piece is apt to cover up some outlet. Another thing, he has listed the various items that each foreman or journeyman should mentally check up in his own mind when he is on the job. These items include the various major and minor appliances that should be in the home, and the matter of extra outlets and their correct placement in the various rooms.

Blau's plan was started this January. Total sales figures for the year are not, therefore, available. Here is the case, however, of an individual wireman who sold four vacuum cleaners within six weeks. Another workman turned in \$480 worth of merchandise sales in four weeks.

Uses His Completely Electrified Home as Sales Tool

In keeping with Blau's policy of using the latent possibilities of every sales medium at his disposal to the utmost, this "Yankee" dealer has completely equipped his own home with electrical appliances. The home is, of course, adequately wired and fixtured.

No wonder Mr. Blau is proud to take prospective buyers of appliances, fixtures and wiring supplies right out to 80 Lawn Avenue, to view at first hand, the flush electric refrigerator, the ironing machine, and the comparatively low lighting bills. He has saved these bills and is able to show that in spite of complete electrical equipment, his average cost for electricity per month is but \$7.

Here's another example of Blau's initiative. Early in December, 1923, business was pretty slow, and something had to be done. That "something" took the form of Christmas wreaths and festoons with colored electric light bulbs for decorative effect. Blau put the idle help to work making these affairs and sold them to merchants for \$14.50 per 35-foot length—installed and connected. The next year he received an average price of \$8 per merchant for bulbs and reinstallation service. Last December Blau's business in electrical decorations ran well over \$2,000.

Store Furniture That Makes for Good Display and Convenience

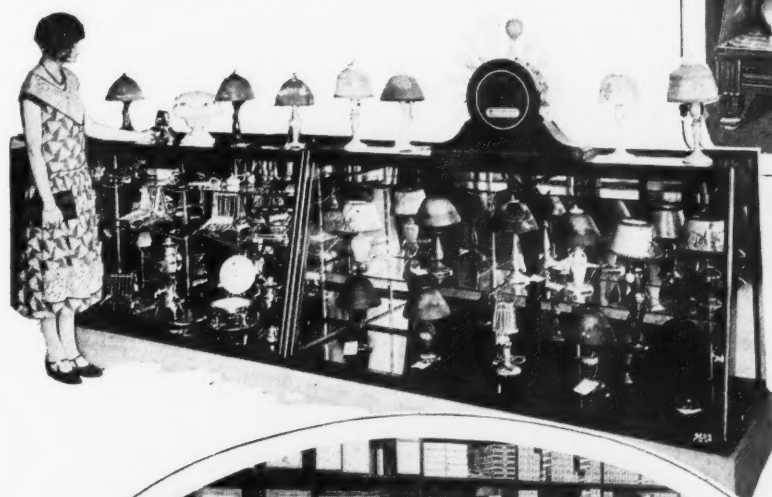


Above: Being 12 in. deep, this display cabinet made by W. C. Heller & Company, Montpelier, Ohio, is admirably suited for an inviting appliance array.

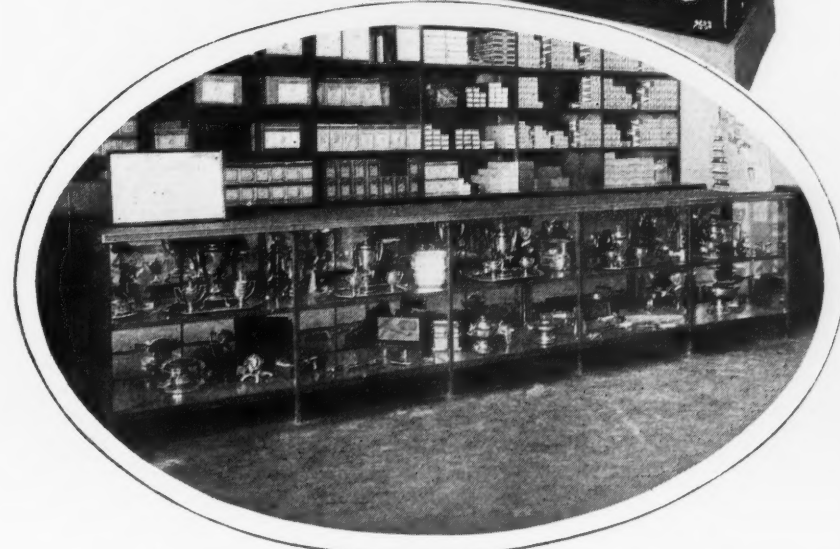
Above, at right: The electric shop of the United Appliance Company, Grand Rapids, Mich., equipped by Welch-Wilmarth, Grand Rapids.



Above: Because of its standardized, sectional, interchangeable construction "New Way" store equipment of the Grand Rapids Show Case Company, Grand Rapids, Mich., easily adapts itself to almost any type of store layout.



Left: Electrical appliances and lamps make a very attractive showing in the wall display units of the W. B. McLean Manufacturing Company, Pittsburgh, Pa.



Above: Five counter units and bin-type steel shelving are shown in this close-up view. The manufacturer is David Lupton's Sons Company, Philadelphia.



Above, right: Rigidity under all conditions and long life are assured in the steel counters and shelving illustrated, made by the Lyon Metallic Manufacturing Company, Aurora, Ill.

How to Analyze a Business

Comparing the operating statement with figures from successful stores. Getting the business back on the track again

FOR the last four years, the National Retail Hardware Association has compiled detailed operating costs of some one thousand or more retail hardware stores, in this way establishing standards of expense with which hardware merchants anywhere can compare their own operating figures.

From year to year, the surveys made by the hardware association have been widened in scope until the survey for 1925, just issued, includes the following four divisions:

Part I: Detailed cost and profit figures on 1,338 stores, arranged by size of town and volume of business.

Part II: A study of twenty-five "selected" stores that are now operating at a profit.

Part III: A comparison of store figures by states and sections of the country.

Part IV: Instructions for making a business analysis of the individual store, showing how the merchant can make use of his own figures to build a better and more profitable business.

Proposed Remedy in Inventory Reduction

The accompanying operating statement shows the actual experience of a hardware store, which for the sake of convenience is called Smith's. The method of analysis can be followed in any store. The two columns to the right give comparisons for the average store, similarly situated.

For sales of \$77,204 the Smith Hardware Company had an inventory at the end of the year of \$41,742. They carried in stock enough merchandise to last them for 229 days. The stock-turn was 1.36 times in 1925, compared with 2.13 times for the average store and 2.31 times for the selected store. The average store, and they had a slow turn, would have sold as much on an inventory of \$26,500—or \$15,000 less than Smith.

One of Smith's big problems for the coming year will be a reduction in inventory. There are two courses open to him. One, to throw the whole stock open to large price reduction, making any sacrifice to dispose of merchandise. The other plan is to go through the entire stock,

weed out the slow sellers and lines that were particularly heavy, buy some popular leaders to be sold at special prices, advertise well, and put on an inventory reduction sale.

Where the first plan has been tried it to often disposes of the best merchandise and leaves the slow sellers still on the merchant's hands. The second plan would be the preferable one for Smith.

Too Much Credit, and the Remedy

At the end of 1925, when accounts and notes should be at their lowest point for the year, the Smith Hardware had a total of \$25,397 owing by customers. No interest was charged on any past-due account. They allowed their customers 182 days or seven months of 26 business days, in which to pay notes and accounts, whereas the average store allowed only 3½ months. On sales of \$77,204, the average store would have had at the end of the year \$12,600 owing by customers or nearly \$13,000 less than the Smith store.

Smith would need to adopt and enforce strict credit terms as follows: "All accounts are due and payable the first of the month following date of purchase. Seven per cent interest will be charged from the first of the month on all accounts not paid by the tenth." Every credit customer should have notice of the terms. Interest should be charged without exception. The rate of in-

terest should be the local bank rate on short time loans. The adoption of those terms would need to be followed by persistent effort in the collection of the older accounts. By the end of the year, notes and accounts should be reduced to not over \$17,000 or \$8,000 less than at the beginning of the year.

Heavy Indebtedness and the Proposed Reduction

The Smith Hardware owed nearly \$27,000 in notes and accounts payable. Nearly \$900 was paid in interest and not one cent was received from cash discounts. If the proposed reduction in inventories is carried out, there will be released \$10,000 and with the \$8,000 realized from the notes and accounts receivable, a total of \$18,000 will be available for reduction of accounts and notes payable. The amount would not be available at once and in order to place the business on as near a cash discounting basis as possible, the Smith Hardware could probably make arrangements with their principal sources of supply to pay off the old indebtedness on arranged terms, and discount all new purchases. This would keep the buying within due limits and effect a wholesome influence over the entire business.

The suggestion was made that Smith have an inventory reduction sale. That with energetic sales effort should increase sales at least 5 per cent and bring the sales for the following year up to \$81,000.

Smith had a margin of \$20,657 or 26.76 per cent in 1925. This was below the average of stores in towns of the same size and could under ordinary conditions probably be increased. However, the stock reduction sale would quite likely mean for the next year a falling off in percentage of margin. The margin could probably be placed near 25 per cent of the sales or \$20,250.

Expense—Its Relation to Profit

Out of the margin must come the expenses and the profits of the business. Expense in 1925, exclusive of

To Compare Your Own Electrical-Store Operating Costs—

Electrical dealers who wish to compare their own operating figures with those of other electrical retailers, will find valuable figures on electrical business in "Electrical Merchandising" for October and November, 1925. Reprints of these tables will also be sent, upon request to the editors.

interest on investment, was \$23,632 or \$2,975 more than the margin. Obviously a radical reduction in expense will be necessary.

The Smith Hardware Company paid in salaries for management, buying and selling, \$11,877 or 15.38 per cent of the sales. The average store, and it made a very small profit, had a salary expense of 13.33 per cent of the sales and the selected store only 5.39 per cent. Annual sales for each person employed in Smith's store were \$10,723 as compared with \$22,197 in the selected store.

In other parts of the survey it was pointed out that if salaries exceed 50 per cent of the margin no profit would be made in the ordinary store, also that a good profit could not be expected with salaries over 40 per cent of the margin; salaries were nearly 57 per cent of the margin in the Smith Hardware Company, and 49 per cent in the average store in the same size town. Because of certain other expenses not capable of great reduction, the limit that Smith can pay in management, selling and office salaries would be 40 per cent of the margin of \$20,250 or \$8,000.

The Smith Hardware Company had three owners, three clerks, one person in the office and the deliveryman who spent 20 per cent of his time in selling. This totals 7.20 people. In planning for the new year, the owners must accept a reduction in salaries to \$2,000 each. They could continue to employ the bookkeeper at \$1,150 a year, which would leave \$950 for additional help. This would be slightly less than five people and sales for each person of just over \$16,000 annually, or \$6,000 less than in the selected store. It can be done—and must be done if the store is to realize a profit.

Total expense should be reduced to \$19,250 in the first year. This would leave an operating profit of \$1,000 to which would be added \$1,020 for cash discount and \$420 for interest on notes receivable and on past due accounts. The total profit would be \$2,440 or 5.35 per cent on investment. This is not large but is a change from a loss of 6.50 per cent on investment the previous year. The inventory and accounts receivable will be under better control, the dead wood encumbering the business would be cut away, and the business placed in a sound financial condition and capable of greatly increased profits.

A Dealer's Operating Statement Analyzed

In comparison with expense, profit, and turnover figures from corresponding average and "selected" hardware businesses

	Smith Hardware Company Doing Business in a Town of 12,000	Average of a Number of Similar Hardware Businesses	A Selected Hardware Business, Making a Good Profit
Total sales.....	\$77,204 100.00%	100.00%	100.00%
Inventory beginning of year.....	\$41,665		
Purchases including freight.....	56,624		
Total.....	\$98,289		
Inventory end of year..	41,742		
Cost of goods sold.....	\$56,547 72.24%	72.69%	71.66%
Margin.....	\$20,657 26.76%	27.31%	28.34%
EXPENSES			
Management, selling, office salaries.....	\$11,877 15.38%	13.33%	5.39%
Office supplies and post- age.....	296 0.38%	0.41%	0.16%
Advertising.....	974 1.26%	1.23%	0.93%
Donations.....	42 0.06%	0.11%	0.03%
Store supplies.....	122 0.16%	0.23%	0.05%
Telephone and telegraph	234 0.30%	0.16%	0.12%
Losses on notes and accounts.....	1,624 2.10%	0.57%	1.12%
Delivery expense.....	1,333 1.73%	1.90%	2.14%
Depreciation—delivery equipment.....	62 0.08%	0.31%	1.03%
Depreciation — furn., fixt., tools.....	171 0.22%	0.37%	0.15%
Rent.....	2,871 3.72%	3.15%	3.76%
Repairs.....	0 0.00%	0.12%	0.00%
Heat, light and water..	502 0.65%	0.54%	0.41%
Insurance.....	648 0.84%	0.55%	0.40%
Taxes.....	1,666 2.16%	0.80%	0.08%
Unclassified.....	340 0.44%	0.50%	0.39%
Interest on borrowed money.....	870 1.13%	0.42%	0.54%
Interest on investment.	2,751 3.56%	2.61%	2.83%
TOTAL EXPENSE.....	\$26,383 34.17%	27.31%	19.53%
LOSS ON SALES.....	\$5,726 7.41%		
EARNINGS ON SALES.....			
Other earnings.....	0 0.00%	1.35%	1.27%
Interest on investment....	2,751 3.56%	2.61%	2.83%
TOTAL PROFIT.....		3.96%	12.91%
TOTAL LOSS.....	\$2,975 3.85%		
Accounts and notes receivable....	\$25,397 \$3,290†	\$1,629†	\$1,817†
Current assets.....	\$70,775 \$9,167†	\$5,541†	\$4,998†
Total assets†.....	\$72,602 \$9,404†	\$5,876†	\$5,285†
Total liabilities†.....	\$26,744 \$3,464†	\$1,147†	\$563†
Net worth.....	\$45,858 \$5,940†	\$4,729†	\$4,722†
PROFIT ON INVESTMENT†...		8.36%	
LOSS ON INVESTMENT†.....		6.49%	
Salary allowed each owner.....	\$2,336	\$2,808	\$1,300
Salary paid each clerk.....	\$1,189	\$1,436	\$884
Credit sales.....	56.52%	54.00%	44.40%
Days credit allowed customers....	182	93	128
Stockturn times.....	1.36	2.13	2.31
SALES EACH PERSON.....	\$10,723	\$13,685	\$22,197

†Real estate not considered. †For each \$10,000 sales.



Profit-Making Ideas U

"Sampling" the Architect Sells Refrigerators

"Now, as a matter of fact, I didn't really sell those sixty refrigerators," said John Kennedy of Evanston, Ill. "They were sold at the time I made a sale of two similar type refrigerators to the architect and builder for their own houses."

Every one of the kitchens in the sixty apartments of the John Evans apartment house will be equipped with electric refrigerators. This as well as other jobs were sold by Mr. Kennedy as a result of his efforts to personally sell the architects and builders in his territory not only the electric refrigerator idea but an actual refrigerator installation in their own homes. He keeps in touch with the men who are doing the specifying when apartment houses are being planned, and uses installations all ready made as examples. The owner of the Barcrest Apartments, which are 50 per cent equipped with electric refrigerators, claims that he has no trouble in renting all apartments thus equipped.

Located in a city of 60,000 people, Mr. Kennedy averages twenty-three refrigerator sales a month. He employs two salesmen on a straight commission basis. Sixty per cent of his total sales are made to apartment house owners.

Try This Line for Selling Cleaners in Hot Weather

H. J. Ward of Cobalt, Ontario, is one vacuum cleaner salesman who always rejoices when summer-time comes. He finds that he can sell more appliances in hot weather than he can at any other time in the year.

An example of how he does this was demonstrated the other day, when he showed the cleaner to a housewife in his territory and made a favorable impression with it. This woman declined to buy at once, however, as she said she was going away for a two months' holiday. Now, what would you say to a woman who told you that? Would you accept temporary defeat, and go away grumbling under your breath that

you wagered the woman wasn't going away at all but was simply using her "vacation" as an excuse. Perhaps you would make a special effort to ascertain whether this two months' vacation was real or only imaginary. As a matter of fact, this woman's vacation was real. She was leaving home the very next day to spend two months with relatives.

What did Ward tell her when he discovered these facts? His talk went something like this:

"In many ways, madam, I suppose you are sorry to be away from home for so long. Your husband is being instructed, I suppose, to keep the house as much in order as possible during your absence? Exactly! And like most men, he will probably do the best he knows how.

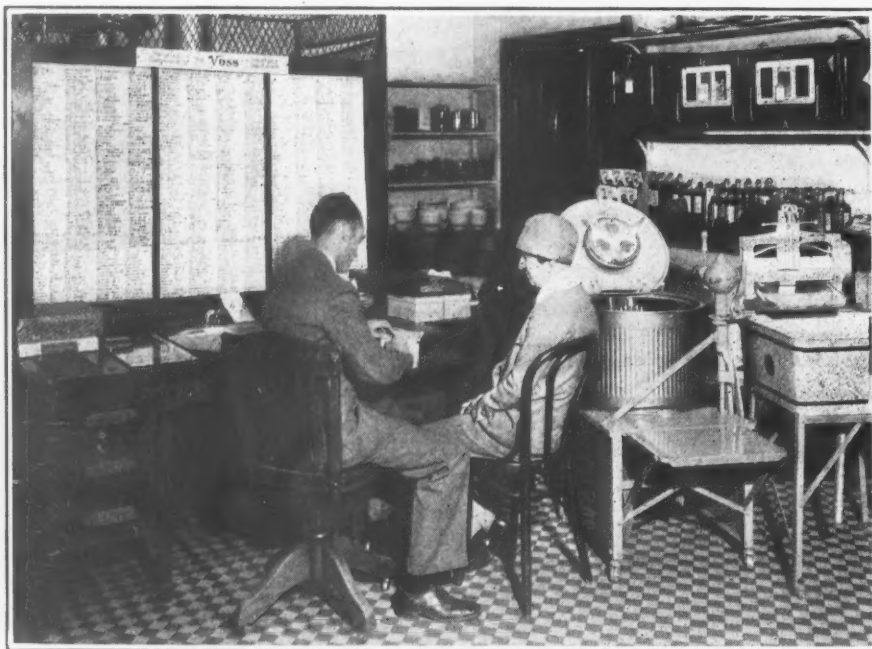
The Vacuum Cleaner Method

"But you know, Mrs. Blank, how inefficient we poor men really are when it comes to house-cleaning. We think we are keeping things looking presentable and we try not to let the kitchen sink get cluttered too much or to have the dust become too thick on the furniture and floors, but in spite of everything we do, the house looks simply terrible to the good wife when she gets home again. Now, Mrs. Blank, let me make you a serious suggestion. There is one method that your husband can use that actually *will* keep the house spick and span. I refer, of course, to the vacuum cleaner method. If you decide, instead of waiting, to accept your vacuum before you leave the city, the cleaner will be such a novelty to your husband that he will be certain to use it, if for nothing more than the fun he gets out of it. This vacuum, as I have shown you, gets every particle of dust to be found—not only on the floors and rugs, but also (by means of the attachments) on the curtains, cupboard shelves and upholstered furniture.

"So I make this emphatic recommendation to you, Mrs. Blank: Buy your vacuum now. You will find a dust-free house when you get back two months from now. And after that, the pleasure of easy, thorough cleaning will be yours.

That's what Ward told the woman, and it sold the vacuum cleaner.

Display of Customers' Names Closes Washer Sales



The department store of Orchard and Wilhelm, Omaha, Neb., averages eight washing machine sales a week "off the floor." A contributing factor to this showing is a very impressive array of users' names posted over the manager's desk. "The list is the

greatest, single, confidence-creating device I have," F. J. Dalegal, head of this department, declared. "These names, being constantly before my own eyes, enable me to identify quickly, and by location, any owner who calls up for help or advice."

s Used by Electrical Dealers

Thank You!

YOUR purchase is appreciated and so we "thank you." We hope you will patronize us again.

We aim to make our store and our business as attractive as any down-town establishment. If you can suggest any improvements please let us know.

WESTWOOD ELECTRIC CO.

1608 OCEAN AVE
PHONE RAND 121

SPECIALISTS IN ELECTRICAL APPLIANCES
VICTROLAS - VICTOR RECORDS

A little courtesy card which is wrapped into all packages and which leaves a friendly feeling in the mind of the customer.

Sells 23 Electric Refrigerators in Two Weeks

Obtaining and working good leads in connection with an attractively arranged electric refrigerator demonstrating room, kept open until 10 o'clock each evening, in a campaign conducted by the New York and Queens Electric Light and Power Company is selling refrigerators much faster than the company's service facilities can make the installations.

The first step on the program was the selection of 40,000 names from the meter list in an exclusive residential territory. To each of these names was sent a four-page letter. The face of this letter carried a message from the sales manager offering to prove without obligation the efficient convenience of the electrical refrigerator and promising the prospect a free recipe book. The inside of the letter formed a two-page spread showing a picture of the refrigerator and giving the recipes of three frozen delicacies. Accompanying this letter was a return card, requesting the Book of Delicacies and permitting a refrigerator demonstration.

Salesman Delivers Book

As the return cards are received the Recipe Book is delivered by a salesman. This gives an invited entrance to the salesman, resulting in many sales and many more good live prospects.

After this thorough canvassing, a neatly printed card, bearing the fol-

lowing message, was sent to 3,000 of the prospects.

Please consider this a personal and most cordial invitation to come to our special Electric Refrigeration Demonstration in Jackson Heights, 223 Polk Avenue, March 15-31; 9 a.m. to 10 p.m. New York and Queens Electric Light & Power Company.

A vacant store was secured and attractively arranged for the demonstration of electric refrigerators. Two salesmen and a lady demonstrator are present from nine in the morning until ten o'clock at night. These late hours give those engaged in business a chance to inspect the

display as well as catching theatre parties and the evening passerby.

The lady demonstrator prepares and serves frozen dishes to the prospects responding to the invitation. The name and address of each prospect with notes on the interview are carefully tabulated for future use.

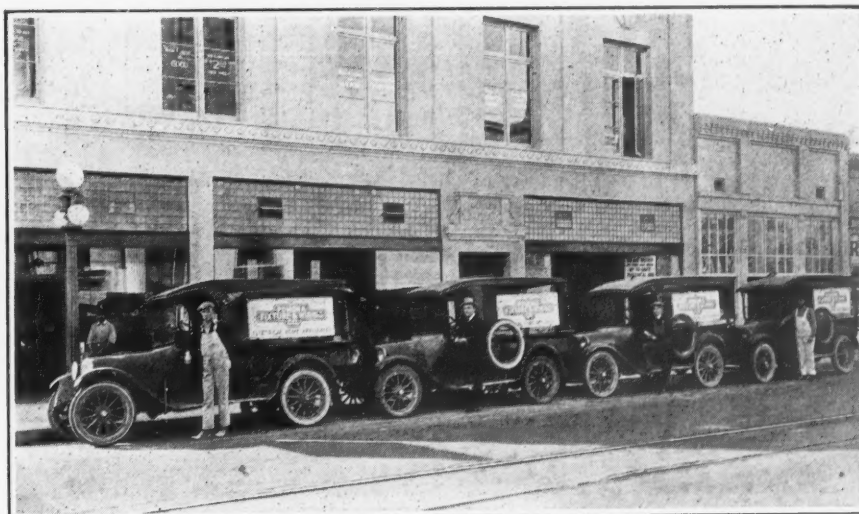
As a direct result of this demonstrating room, twenty-three electric refrigerators were sold and 135 active prospects listed in two weeks.

Courtesy Brings the Customer Back

Eric M. Unmack, manager of the Westwood Electric Company of San Francisco, not only has made it a rule that a customer must always be thanked at the conclusion of a sale, but he has had printed little slips to be inserted in the package. Thus when the customer undoes the wrapping, the "Thank you" message is presented. The little card carries the name and telephone of the company so that it may be used for reference in calling up when anything further is needed.

When a washing machine, vacuum cleaner, or other large appliance is sold, the customer receives a personal letter from Mr. Unmack.

Here Is an Advertisement Worth Forty Billboards



The delivery trucks of the Pomona Fixture and Wiring Company of Pomona, Cal., carry signs bearing the name of the company in attractive design. Each one of these signs

is worth five billboards, it is calculated. As there are two signs on each truck, we have here the equivalent of forty billboards in advertising value.

Straighten the Sales Curve

Continued from page 69

tion of an extensive sales force. One line will hardly keep a merchant going twelve months in the year. Here the owner, or owners, of the business do most of the heavy selling. Having an interest in the business, it is but natural that the owner should master the talking points of both lines and discourse with equal enthusiasm on either. "This is not as true of the salesman," explained Mr. Wallner, "but our dual lines do help us to obtain and to retain men. A salesman, will, however, always favor the line on which he makes the most money."

Double Volume, Wider Sales Field

"These dual lines increase our profit," was the almost identical summation of three of these dealers, "by doubling our total volume with an added overhead of but 10 to 15 per cent, by providing a widened sales field of acquaintances and by keeping the demand for money, for service and for salesmanship at a more even monthly pitch, thus permitting us to plan ahead with certainty and to borrow conservatively."

Servicing problems also are made lighter, these merchants agree. It is easier to develop a man to master the mechanical and electrical intricacies of two devices than it is

to train a salesman to do double duty, it would appear. The accompanying chart of service activities tells its own story of servicing economies.

Here is a similarity of servicing requirements which peculiarly relate the oil burner and electric refrigerator. Both must operate every hour of the day and night. Failure to function is frequently followed

by serious results. The service man, therefore, is trained to meet these exacting demands on his time. The Jamestown dealer, for example, advertises "24-hour service" and pays for a telephone at the bedside of his mechanic.

"I can afford to do this," he states, "with two lines of appliances which, between them, extend this kind of 'set-up' to cover practically all year."

Range Salesman Sells Red Seal

The Electrical League of Minneapolis, Minn., through its field representative, T. L. Losby, lays claim to securing both the first Red Seal four-room bungalow and the first apartment building of over ten family size. The bungalow has just been completed. The apartment house is still in process of erection.

The original wiring bid on the "four-roomer" was \$52. Red Seal specifications jumped it to \$125. On the \$95,000 apartment building, the original bid of \$1,400 was increased \$1,200 or a total cost for the Red Seal job of \$2,600. In each instance the principals are more than satisfied with the change of plan. The bungalow owner, because four rooms are now as good as six in the old days; the apartment house builder because "complete electrification" has enabled him to rent over 50 per cent of his

apartments in a city that is already overbuilt, before the framework was up.

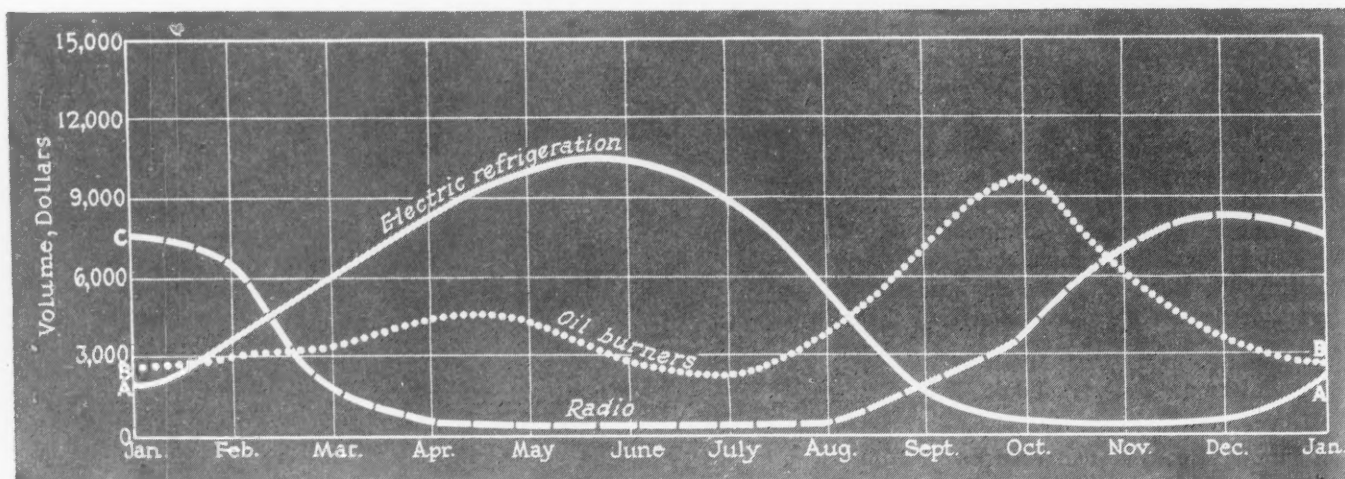
Co-operation Did It

"I doubt that either deal could have been closed without the co-operation of the appliance department of the lighting company," declared field representative Losby.

"Yes, with the co-operation of the lighting company, we can sell an electric range to a home builder and it is then a comparatively easy matter to obtain the balance of the Red Seal specifications," says Losby. Eighty per cent of the Red Seal homes in Minneapolis have electric ranges.

In keeping with the efforts of other live electrical league secretaries and field representatives, Losby has "sold" a number of the best architects in Minneapolis on the idea of submitting their plans to him so that he can draw up the complete wiring layout which, needless to say, conforms to Red Seal specifications.

The Effect of Seasonal Business on Total Gross Sales



This chart illustrates the stabilizing influence of handling lines whose peak demand falls on different months. The peak of business activity of the electric refrigeration curve starts its ascent about January and is spent by

the following September when the oil burner curve has already started to rise.

Oil burners have two periods of activity—when furnaces are shut down for the summer and again

when they are started up in the fall.

One dealer added radio to his line because, as shown by curve C, it filled in the one remaining "valley" in his cross-section picture of business activity.



The Electric Service League of Toronto advertises the names of the builders who are "100 per cent Red Seal"

"It does seem ridiculous for such low salaries to be paid to men who should be competent and fair enough to impartially enforce the rules and regulations governing electrical installations and who should have backbone to withstand the political and other forms of pressure that are common in connection with such work," comments Mr. Weston. "The situation is really shameful, especially when one considers the physical and fire hazards that are involved and from which the public is entitled to protection."

Observed List Prices Bring Lower Cost to Public

—and living profit to dealer

Editor, *Electric Merchandising*.

Referring to the article "Is the 'List' Price System a Merchandising Handicap," appearing in the May issue of *Electrical Merchandising*. The question of maintenance of "list" prices is one that has vexed merchandisers since the year "one." The practice of maintaining list prices on nationally advertised brands or products of manufacturers of national standing would not have endured, I believe, if it were not economically sound. All manufacturers desire a large volume that will lower costs and so permit of reduced selling prices; rather than small volume necessitating high selling prices that make them an easier mark for competition. But distribution is a big factor in total cost and active, prosperous retail outlets are necessary to distribution. Without "lists" retailers invariably under-cut each other until not only profit is absorbed but more. A large class of dealers in all lines, and especially in electrical merchandising, seem to think that if they get a dollar for what originally cost them a dollar, they have their money back—ignoring cost of operation.

On all leading articles of wide-spread distribution, I believe the public enjoys lower prices through "list" maintenance than it could have enjoyed without it; because without it, retailers, instead of devoting themselves to profitable selling, would cut each other's throats, paralyzing distribution, and sales volume that permits mass production, would never have resulted.

Your Ford parallel, I think, supports this argument. Prices have always been maintained but volume has supported research work and elaborate production facilities, involving huge expenditures, that have in turn reduced production cost. A "Ford" in consequence is more rugged and serviceable than some cars sold at twice or three times the price.

Example of Incandescent Lamp

Another striking example is the incandescent lamp. If its production had been open to all there would have been more lamp manufacturers than you could shake a stick at; power companies would have distributed their business on a price basis; and even if drawn Tungsten, gas filling and other features had been handed down from Heaven without research, the business would have been scattered, the bulk of the product would have been inferior and really good and efficient lamps would be relatively expensive. As it happens, this business was strongly held under patents; great volume was built up, while research and perfected manufacturing processes (that no one of a multitude of small manufacturers

could have borne) have resulted in a steadily decreased cost to the consumer with steadily increasing efficiency.

Responsible manufacturers of appliances could not put out lines to be sold at random prices and bearing their advertised brands, or even their company names, without stultifying their standard products and disrupting their distribution. If power companies sold unmarked articles, even if bought from reliable producers, they would be at the mercy of other dealers, electrical and non-electrical, selling outwardly similar but spurious imitations. Competitive prices cut to the bone would harass their merchandising departments and they would fall heir to all the grief from poor service and failure.

This universal responsibility of the power company to make alive and keep alive all electric merchandise in the community—no matter who sells it—

is often lost sight of when we try to apply to our business the successful methods of general merchandisers, like department stores, or hardware dealers. Reliable electric service depends on maintenance of high standards in everything connected to the lines. The power company alone in its community is in a position to set up and maintain such standards and educate the public to respect them, and if such a policy is rigidly followed, it will in time force all dealers to follow suit and discourage the sale of sub-standard material. I doubt if resort to special brands, rough finished products, unlisted merchandise, or other detours, will lead to the desired end.

If power companies will concentrate their efforts and patronage on nationally established quality products, encouraging and supporting constructive initiative and research, I think the result in the appliance field will be the same as in the other fields where these conditions have obtained; namely, increased volume of high grade products with constantly improved quality and constantly decreased cost.

This is a broad subject and much may be said on all sides of it but I send these comments for what they are worth.

A. K. BAYLOR.

General Electric Company.

How the Contractor-Dealer Can Handle Low Initial Payment

Editor, *Electrical Merchandising*:

I recently had the privilege of explaining my theory of the function of the special low initial payment, and how it may be handled, to a group of electrical contractor-dealers doing business in the tri-cities. Believing that there must be others in the industry who desire, as did some of the members of our local league, a discussion of this matter I submit my ideas on the subject for what they may be worth.

"The small dealer cannot meet the low first payment which the lighting company frequently grants," was the statement put squarely to me about five weeks ago by our local electrical fraternity.

"Gentlemen," I replied, "are you sure about that? Let's check the matter carefully because, admittedly, there are times when an attractive low initial payment is a distinct sales stimulus and means added business. You men certainly want to get your share of this extra volume if possible. In the first place," I continued, "isn't it more a matter of credit, of moral hazard, than it is of whether you get ten dollars or two dollars at the time the appliance is delivered? It is just about as hard to collect from a poor man every month regardless of the amount of his down payment. The lighting company doesn't accept a weak account any sooner than the other fellow—in spite of rumor to the contrary—so we both should agree (as we did) that the customers rating must first be established, regardless of terms."

"But we can't afford to finance this low, first-payment, business," they said, "the banks or finance companies will not take our paper."

"True enough," I replied, "but how about this suggestion for a practical way out?"

I then offered these ideas:

Hold the mortgage-contract for thirty days when the second payment will supply the necessary funds so that the paper will be acceptable for discount. If a dealer is buying from the manufacturer on a thirty- or sixty-days credit he can, in many cases, afford to wait this length of time before using the purchase contract. If he must pay for the appliance or have ready cash at once let him give his note or trade acceptance to the manufacturer, the bank or the finance corporation as the case may be and take up this temporary loan when he presents the customers contract for discount.

I further pointed out that, from the customers standpoint, apportioning the pro rata difference, between the small initial payment and the ten per cent customary deposit, over the twelve payments adds but fifty cents to one dollar at the most to each month's remittance.

This picture of the situation was acceptable to the majority of dealers present in my office. I have since learned that it is the intention of a number of them to try out these suggestions at an early date.

R. B. MACDONALD,

President, People's Power Company.
Davenport, Iowa.

Electrical Merchandising, August, 1926

The Minneapolis General Electric Company obtained the use of a schoolroom in which to teach the gospel of better cooking. Evening meetings, "lessons," buffet lunches, etc., lay the foundation for later personal work which results in electric range sales.



"My Best Range Salesman Is a Woman"

says H. E. Young, sales manager for the Minneapolis General Electric Company

IF THERE is one electric appliance above all others that should be sold and demonstrated by a woman, it is the electric range," declared H. E. Young, sales manager of the Minneapolis General Electric Company, which is the Minneapolis central station subsidiary of the Northern States Power Company.

"My best range 'salesman' is a woman," he added, with a smile, "and the personnel of our 'Flying Circus' is largely female. It is almost self-evident that the electric range, being a 100 per cent device for use by the gentler sex, should, if possible, be sold by a woman. The experience of the Electrical Cooking Bureau of this company proves conclusively, to my mind, that the right type of saleswoman can do many things directly and indirectly in range promotional work which is en-

tirely beyond the male members of a sales team to perform. Naturally I have in mind a specific array of facts and, quite naturally I am thinking of the performance of our star 'salesman,' Elizabeth A. Esswein, who recently sold twenty-seven electric ranges in thirty days and who should sell this year, at her present rate, over 140 ranges."

Methods Based on Extensive Experience

The Minneapolis General Electric Company has been pushing ranges for ten years. Last year it sold 479. This utility, therefore, has behind it a rich sales experience in this particular line. Any methods it has developed for increasing the gross business in electric ranges are well founded.

Mr. Young separates the electric range selling problem into two com-

ponent parts: Training the individual sales person in the "educational method" of selling ranges, and: taking the range into the very centers of community activities and there giving demonstrations.

Elizabeth A. Esswein, star range 'salesman,' was interviewed by a representative of *Electrical Merchandising* because she possesses, according to Mr. Young, most of the many qualifications a successful salesperson should have, and she uses methods in selling which are both original and effective. It's the effort of the individual that sells ranges just the same as in other lines. The causes for the success of the individual, therefore, are the causes for the success of the department. Duplicate the Elizabeth Essweins in an organization and you will multiply sales returns by the extent of that "human equation" duplication. Let's consider for a moment, therefore, Mrs. Esswein and her methods.

In the first place she possesses an abundance of that elusive requisite known as "sales personality." She has been a social settlement worker. This means that she knows the com-

mon people and their problems—she can talk their language. Her knowledge of domestic science is also an invaluable asset. It enables her to talk food values, to plan a well-balanced meal, to explain the advantages of steaming over boiling, to prove, in short, that electric heat is immeasurably superior to any other fuel.

How is this knowledge applied?
How does she obtain an audience?

Selling Electric Cookery to a Community

Through her large circle of acquaintances and range users Mrs. Esswein arranges for community meetings in outlying churches, schools and club houses. Then she calls on the Electric Cooking Bureau of her company for aid. This bureau is composed of that group of employees who specialize in promoting range sales for the Minneapolis General Electric Company.

"The company realized some years ago that in order to sell ranges through the year, it must inaugurate some method of selling the idea of electric cookery to the housewife in her own community," states Mr. Young. "This was accomplished by organizing a 'Flying Circus,' composed of the members of the cooking bureau," Mr. Young continued. "Two or three electric ranges are taken to a school, for example, located in a district where electric ranges are little used. Invitations are sent to the local housewives requesting them to participate in a talk on domestic science and to partake of a buffet luncheon. This, briefly, is our method of building up the housewife's confidence in electric cooking and thus of creating a desire to possess an electric range."

Mrs. Esswein has been particularly successful in work of this nature with parents' and teachers' associations. She staged a series of three lessons in two sections of Minneapolis where wages average but \$145 a month and sold nine "electrics" as a direct result of this work.

Evening meetings are also made a feature of this kind of selling. Husbands and sweethearts are invited to these. The cooking lecture is very brief and the main attractions are speeches by civic celebrities followed by selections by the Minneapolis General Electric Company's quartette, solos by a member of the appliance department and hot re-

How Elizabeth Esswein, college graduate, community worker and domestic science expert sells twelve electric ranges a month to the housewives of Minneapolis, Minn.

freshments cooked in the ranges. On one occasion, the teachers of the school gave a resumé of their work and problems followed by a short talk by Mrs. Esswein outlining the work accomplished by her cooking classes. A buffet lunch was then served followed by dancing in the school gymnasium to music furnished by the central station orchestra.

Reaching the Parent Through the Child

These meetings lay the foundation for range sales. Closing, obviously, calls for individual effort. Here, also, Mrs. Esswein does not lose track of the fact that it's electric cooking that has to be sold and not the range. She states that many of the school children she encounters are undernourished. Not because their parents cannot afford to buy them sufficient food but because their mothers simply do not know what to provide or how to prepare it properly. In a tactful manner, she points out to these women how—with an

electric range—they can give their children wholesome foods, properly prepared and full of the vitamins so necessary to the growing child.

"There are four points that should always be driven home," she adds, "and those points are:

"First—The pan should fit the burner. A pan with a greater or a lesser diameter than that of the burner takes much more heat to accomplish the same results. All covers should be tight fitting.

"Second—Turn the switch to low position after the boiling point has been reached. Boiling gently is better and it saves 75 per cent of the current.

"Third—Do not use much water. Steam rather than boil.

"Fourth—Use the oven as much as possible—at least once a day. If these four instructions are faithfully followed," she says, "there will be few come-backs."

Illustrating point one, this capable saleswoman, who has been known to climb a roof to talk a builder into buying ranges for his houses, stated that she had one woman who complained of her range bill. It was \$13. An examination showed that she was disregarding all four of rules. A month later, under the new system, her bill was \$8. "That woman is now willing to get up in the night and cheer for us any time."

Incidentally, it might be stated that the builder who was corralled on the ridgepole now wires even his \$5,000 houses with a special electric range circuit.

The formal invitation and the more friendly letter used by the Minneapolis General Electric Company to invite people to its lectures and entertainments.

YOU ARE CORDIALLY INVITED TO ATTEND
THE BIG ELECTRICAL EXPOSITION
AND LECTURE ON
"ELECTRICITY AND ITS USES"
BY J. O. HOFFLER, MANSFIELD, OHIO
LUTHERAN CHURCH
RICHFIELD
THURSDAY, MAY 6TH
LECTURE AT 7:30 P. M. SHARP
BUFFET LUNCHEON SERVED AFTER LECTURE
UNDER THE AUSPICES OF
THE MINNEAPOLIS GENERAL ELECTRIC CO.

The Minneapolis General Electric Company

BYLBYST ENGINEERING AND MANAGEMENT CORPORATION
ENGINEERS AND MANAGERS
CHICAGO

Minneapolis, Minn.

Next Thursday afternoon, May the 6th, at 2:00 o'clock, I would very much like you to be my guest at the Alice Ames Winter Home, 16th & Hennepin.

As you are of course aware, this demonstration home was built and equipped in the interest of better home making, and really it is very attractive.

The directors of the home have very kindly loaned us the electrical kitchen for the afternoon of May 6th for a special demonstration on oven cooked meals and meats, and as I understand that you are greatly interested in electric cookery, won't you please consider this letter a personal invitation to come on the afternoon of May 6th.

After the demonstration I am sure you will be well pleased and glad you came.

Cordially yours,

Edmund Nolan
Home Economist

Spreading The "Do It Electrically" Idea in Japan

新しい住まい
五月號

—電気の家庭—

中の電気の普及の目的は、生活の便利と経済の増進にある。電気の家庭は、生活の中心となる。電気の家庭は、生活の中心となる。電気の家庭は、生活の中心となる。

電気の家庭の利便性

電気の家庭の利便性は、生活の中心となる。電気の家庭は、生活の中心となる。電気の家庭は、生活の中心となる。

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—電気の家庭—

電気の家庭の利便性

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電気の家庭の利便性

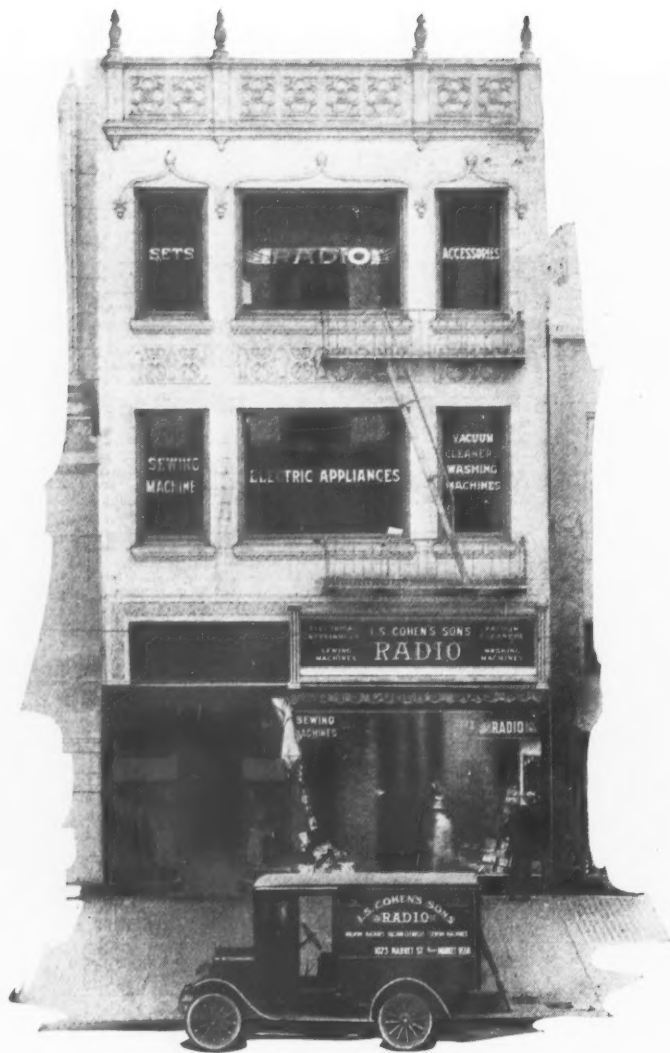
電気の家庭の利便性は、生活の中心となる。電気の家庭は、生活の中心となる。電気の家庭は、生活の中心となる。

The cover and some pages from Katei No Denki or "Electricity for Home," published monthly by the Katei Denki Fukyu-kai (the Home Electricity Popularization Association) which is the Society for Electrical Development of Japan. At the top center is a page devoted to illustrating and listing washing machines.

The range pages list six manufacturers, three of them American, one Swiss and two Japanese, and urge the economy and convenience of electric cooking. The wiring diagram illustrates an article on adequate wiring with plenty of convenience outlets and in the center is a story of the Tokio Electric Company.

Planning

How I. S. Cohen's Sons, electrical dealers of San Francisco, have utilized first and third-floor space for radio selling



Radio parts and small appliances on the first floor, large appliances on the second floor, and radio sets on the third.

THE firm of I. S. Cohen's Sons, well-known electrical dealers of Market Street, San Francisco, have enlarged their quarters and taken over an entire building, departmentizing their business, with radio parts and small electric appliances on the first floor, larger appliances and sewing machines on the second floor, and radio sets on the third.

The re-arrangement was made after considerable thought. Not every article can be sold from an upstairs location. The customer who comes in to make a small purchase does not care to be bothered to take an elevator. He wishes to be free to walk out of the store and to go somewhere else if not waited on promptly; he does not wish to waste time and he does not like the feeling that he must wait for an elevator and the service of others in order to make his exit.

For this reason, radio parts are

sold over the counter on the main floor. Here, too, the casual customer who does not know exactly what he wants but has been attracted by something in the window, can browse, perhaps finding something which interests him in new equipment. The latest thing on the market is always the item of interest in radio parts and as this is not always well known enough to be asked for, it is important that it be sold in some location where the man who has come in for something else can have it called to his attention. A third-floor location for radio parts would be fatal—except perhaps in a department store where the radio fan is glad to escape from the feminine confusion of the main floor to an upper sanctuary where machinery predominates.

For somewhat the same reasons, the loud-speaker display is kept to the main floor. This equipment does not rise to the class of a major purchase, involving sufficient money so

that the husband, or wife, as the case may be, is likely to be called into consultation. On the other hand, it is an article the desire for which is often stimulated by seeing the actual equipment. The man who comes in to make the purchase of radio parts is attracted by the nearby display of loud speakers and seeing some make which had interested him in advertising or in a friend's home, he is glad to have it demonstrated. A purchase often follows.

The loud-speaker display is particularly effective and ingenious in its arrangement. Two shelves have been provided for this equipment, the highest of them at about shoulder-height. Twenty-four outlets are provided at regular intervals along these shelves into which a like number of loud-speakers can be plugged. A switchboard with twenty-four buttons controls these, so that it is possible for the salesman, standing at one end, to determine which of the loud speakers shall be demonstrated and to switch the same program from one to the other and back again at will, so that direct comparisons can be made without difficulty.

Instantaneous Comparison

Connection is made with a radio set which is located near the entrance to the store or, when no satisfactory program is on the air, with a phonograph. Alongside the buttons are cards similar to those inserted opposite the buttons at an apartment house door—and on these may be recorded the make of the loud speaker and its sales price, as well as any other desired information. Thus the salesman has the information immediately at hand and has no need to ask questions of another clerk, or to look up prices in a catalog, either of which might give the customer the impression that he

the Radio Department

is not being waited upon by an expert. The effect of the instantaneous comparison made possible by the use of this switchboard is much appreciated by the customer and many come in to the store for the reason that they feel that their judgment can be better exercised under these conditions. In addition, of course, it remains to be said that the display is both neat and ornamental.

For all equipment beyond the scale of the loud speaker, however—for sets and for accessories best sold with sets, the third-floor sales room has proved ideal.

Avoiding Interruptions

Every dealer desires to get his customers away from interruption when the sale of important equipment is under consideration. He does not care to have the customer's eye attracted by other electrical equipment, or by the indecisions of another—he does not himself wish to be called aside or made to answer the telephone just at the moment when he has brought the conversation to its crucial point. In addition, of course, in the case of radio, it is almost necessary for the customer to hear a demonstration under conditions approximating those of his own home in quiet and in dignity. To accomplish these ends, the upstairs salesroom, says Mr. Chinn, salesmanager, is ideal.

The customer who is making a really important purchase expects to take some time in selecting the proper equipment and does not hesitate to go upstairs to look over equipment. The arrangement is, in fact, far preferable to the enclosed demonstration room, for the reason that it is unnecessary to close a door on the prospect in order to secure privacy. Few customers like the feeling of being shut in, and the demonstration booth shut off from a noisy store unfortunately must in some way convey this impression. The customer keeps one eye on the exit and only half her thoughts are available for considering the matter in hand.

The spacious salesroom occupied by the radio in the Cohen store, however, which is in fact the entire third floor of the building, gives no effect of confinement. No door has

been closed. The customer feels wholly at ease and in the quiet and beautiful background, is able to make a decision at leisure. It is a rule of the house that when a salesman is on an upper floor with a customer, he is not to be called to the telephone, so that no interruptions occur.

The room is provided with a hardwood floor, with rugs and standing lamps which give a touch of beauty to the surroundings and provide local light if it is needed. It is, of course, wired and connected with batteries and eliminators so that all combinations of sets and accessories can be tried out.

All radio sets sold by the company are sold from this room; the outside demonstration which used to be a feature of the company's sales methods has been practically eliminated. The demonstration here proves adequate for sales purposes. It is explained to the customer that one of the largest of the Pacific Coast stations is located not more than a block away and that downtown conditions with power lines and surface cars near at hand are not ideal for reception. If it is possible to get distance under these conditions, the set will probably operate

even more favorably in the customer's home.

To this feature of store demonstrations, as much as to any other factor, is attributed the great increase in volume of sales. For an incalculable amount of time is saved, declares the management, by not having to send a man and a set out to the customer's home and then to follow up again by other home calls. Moreover, the fact that all sales are made directly under the supervision of the store eliminates many unsatisfactory sales methods and promises which are inevitably made when salesmen are in the field.

Although the selling of radio sets is confined to the third floor, a variety of sets are continually on display in the show windows. These windows are unusual in depth and design and have been especially constructed on a plan worked out by Mr. Cohen. For a narrow frontage, a maximum of display space is obtained, with no loss of the open effect of the entrance way which is so important to the store which would lure the passerby. It is significant that the entranceway is always crowded during the lunch period and in the evening by those who are examining the articles on display.



All radio sets sold by the company are sold from this room. The rugs and lamps give it a touch of beauty, the lamps providing "local"

light if needed. It is, of course, fully wired for varying combinations of sets and accessories for comparison purposes.



Store of the Southern Electrical Company, San Diego, Cal., and the wheel discs which advertised the company's sales.

Doubling Sales Volume in the Slack Period

PLOTING the sales curve for the year showed the Southern Electrical Company of San Diego that there were certain seasons which normally represented valleys in the volume of business—a condition which persisted from year to year, always appearing at about the same time and lasting for the same duration. This condition is just as unsatisfactory for a retail business as is a poor load factor for a power company, for overhead expenses must of necessity go on much the same at all periods of the year.

It was therefore determined to eliminate slack periods, by focussing attention and sales effort on some one of the major appliances at each such time. At the present time, four such sales are held at regularly planned intervals throughout the year. Each is focussed on a different article and they are at a sufficient distance from one another so that the public's interest is kept fresh.

One thing is held in common by all of these sales—that of featuring the idea of a small, down payment. It has been found that a

great many prospects will pile up during a year's experience who show an undoubted interest in some one of the major appliances, but who for some reason or other, usually because of the lack of immediate funds, fail to close the sale. If a special bargain rate is offered and the prospect is again approached, many of them will purchase.

As a matter of fact, there is no

TO ELIMINATE slack business periods, the Southern Electrical Company of San Diego focusses attention and sales effort on some major appliance.

One thing is held in common by all these sales, and that is the feature of the small, down payment of \$1.

The "\$ Sales" last about three weeks and good use is made of special announcements, wheel cards, extra advertising, parades, and the telephone.

reduction of price in the sale. List prices are maintained throughout, and the same return is expected for time payment, but a feature is made of the delivery of the article on the initial payment of \$1. The sales have come to be known as "\$ Sales" and are looked forward to, much as are the annual white or fur sales of the department stores.

The sale usually lasts three weeks and every effort is made during this time to call the event to the attention of the public. Double the usual amount of advertising space is used in the papers, but the same percentage of advertising to sales is maintained as at other times, for double the volume of business is anticipated.

Colored Wheel Discs Advertise "\$ Down Sale"

Parades, and other publicity features have shown their drawing value. One of the simplest and most effective stunts which has been used is the placarding of the wheels of all company cars. Disks of cardboard, printed in red, yellow and black letters were fitted to the wheels of trucks and salesmen's cars. These announced "\$ Down Sale," the message revolving in a brilliantly colored whirl with the turning of the wheels.

The regular outside sales crew handles all calls. A nice co-operation here between store and field force has ensured that all inquiries are handled within the sales period and in addition that all names on the files of the company are covered.

The payment plan is placed on a weekly basis, a feature which appears attractive to many.

In reality, the dealer obtains exactly the same return for his machine. The \$2.50 weekly payment brings the investment in the machine to the equivalent of the usual deposit within the first month's time. After the first four weeks of weekly payments, it is suggested to the customer that the monthly payment system does away with the inconvenience of remembering the weekly installments and with a little persuasion, most of them are converted to the usual method. From the standpoint of the Southern Electrical Company, a large number of valuable new names have been added to its list, sales have been made on a basis which insures a satisfactory profit, and a period of slack business has been turned into a rush season, with double the normal sales volume for that month.

Reaching the Cross-Roads

Two methods of selling—the “rural agent” plan of the Upper Hudson Electric and Railroad Company, and the “company employee” method of the Elmira Water, Light and Railroad Company

Prospect

APACE with the extension of electric service to the dweller at the “cross-roads” hamlet and to the farmer, comes the opportunity to sell electrical appliances to this new type of prospect. But the field is a remote one. It is too meager to support a branch office or a resident company employee representative. It requires, however, fully as high a degree of intelligent salesmanship to win it as does the city market.

What then is the best, the economic, way to cultivate this market? The sales methods, at present in the laboratory or experimental stage, of two lighting companies in New York State, are illuminating and may serve in part to answer this perplexing question.

The Rural Agency Plan

The first instance is that of the “rural agency” plan of selling instituted last November by the Central Hudson Gas and Electric Company through its Catskill subsidiary, the Upper Hudson Electric and Railroad Company. The first agency was granted to the proprietor of the general store at Greenville, N. Y.—a town with a population of 200.

After considerable discussion and in the face of much expressed skepticism, this merchant was persuaded to purchase a stock of small electrical devices amounting to \$150. An electric washing machine and a vacuum cleaner were placed with him on consignment. This merchant was then given a three-hour intensive course of instruction covering the advantages, operation and selling of major electrical appliances. It was the plan of the utility to visit this merchant once a month or oftener during the winter. As a matter of fact, the weather was such that a company representative was able to contact the “rural agent”

on an average of but once every six weeks.

Sales up to June 1 are reported as averaging \$125 a month.

A similar arrangement was made with the leading merchant in two other small villages served by the lines of the lighting company. These villages were without water service. One of them numbered thirty-five houses. This is the type of community which falls within the scope of our discussion.

As soon as the roads dried out, the company salesman conducted a sales canvass of these communities. Before making any calls, however, he consulted with the agent regarding prospects the agent might have developed. In the difficult cases—refrigerator and range prospects for example—the agent awaited the visit of the salesman before attempting to make a demonstration. In case the salesman closed the sale, he received a three per cent commission. The agent received the balance, depending upon the amount of commission being paid on the appliance which was sold.

Concerning the advantages and disadvantages of this plan, sales

manager W. K. Hagginbotham states: “We have not as yet had a real opportunity to judge the ultimate result of this plan. From a good will standpoint the results are very worth while. The agents are pleased with the idea and they in turn pass on to their customers the story of Central Hudson service. In other words, we have a representative on the ground. There is not the slightest doubt that during the summer season our appliance sales will be much larger. Over a period of the first six months’ operation our three rural agents sold a total of three electric refrigerators (with many prospects pending), one electric range, about five washing machines and almost a dozen vacuum cleaners.

Pay More Promptly by Mail

“The major appliances are sold on the same time terms as to the customers in our larger towns. We check the credit of the purchaser and make the monthly collections by mail. We find that these people pay more promptly by mail than through our agent.

“Now, to be perfectly frank,” Mr. Hagginbotham continued, “there are disadvantages to this plan. In the first place, the general storekeeper is a busy person and when he is not busy his instinct and inclination lead him away from the more arduous and exacting task of trying to create business and ‘talk up’ a complicated and expensive electrical device. I feel that it will be quite necessary, therefore, for us to maintain weekly or bi-monthly contact with our rural agents and also to give them a course in training at our appliance school in Catskill before we will be able to obtain maximum sales through this outlet. By training and by nature country merchants are conservative but if we can once get them to make a trip to Catskill and to put in a day at one of our sales conventions we know that it will be easy to continue this kind of instruction.

“We have discovered that these

THE “rural agency” plan of the Upper Hudson Electric and Railroad Company employs some local merchant to represent the company and to sell appliances.

The “company employee” method used by the Elmira Water, Light and Railroad Company, Elmira, N. Y., utilizes a trained, reliable representative, with a fully-equipped light delivery truck, who makes the rounds of the company’s high lines.

modern electric labor-saving devices are even more attractive and necessary to the isolated housewife than to the city dweller who has so many conveniences at her beck and call. The company intends, therefore, to carry this matter to its logical conclusion and to perfect this plan, which we feel has many possibilities."

Employee Representative Plan

The plan instituted by the Elmira Water, Light and Railroad Company, Elmira, New York, makes use of a trained, reliable, company representative to carry the message of electrical home and farm equipment to 500 rural customers along its eighty miles of high lines.

"This February, when we decided to establish merchandising and closer personal relations with our semi-isolated class of customer, we naturally analyzed the situation from the angle of how best to accomplish this purpose," declared F. M. Houston, sales engineer for this lighting company. "Because of the exacting requirements of this job, it was felt that none but an experienced company employee under our direct control, would do. This man must be more than a salesman as he would be called upon to answer all kinds of questions about the company and its policies. He would also be expected to render first-aid service and to turn his hand to almost any electrical task the customer might put to him. Last, but not least, he must

understand the farmers' way of thinking. He must, in a certain sense, be one of them, so as to build good will; not destroy it by any unwitting breaks.

"We finally selected J. L. Fuller from the meter-reading department," continued Mr. Houston. "A man who had been with the company for a number of years and who was qualified by his practical background, rather than from any high-pressure sales experience, for the task at hand. We feel that our choice was a happy one.

"We gave Mr. Fuller a light delivery truck equipped with two large compartments for holding the necessary stock of small electrical appliances and supplies, such as lamps, percolators, toasters, fireless cookers, hot plates, irons, heating pads, electric milkers, a complete assortment of electric light bulbs, fuses, wire, soldering equipment, etc.

"Fuller is on a salary. He receives a small commission (an average of about 4 per cent) on his sales. He drives through the country showing the appliances, replacing lamps, doing small repairs on customers' appliances and recommending the use of electricity whenever a chance presents itself. In addition, he makes a thorough canvass on household appliances. He points out the practical advantages of electric water pumps, milking machines, wood saws, feed cutters,

hay hoists, milk coolers, and so on.

"This approach is simple and straightforward. He follows a certain high line, stopping in front of every house connected to it. He rings the bell or goes around to the back, as the case may call for, and tells, in his own language, who he is, whom he represents, and that he is there first to make certain that everything is satisfactory with the electric service and second to tell about electrical appliances.

"The first twenty days out, Fuller sold \$470 worth of supplies including three flat irons, two toasters, three hot plates and one electric range.

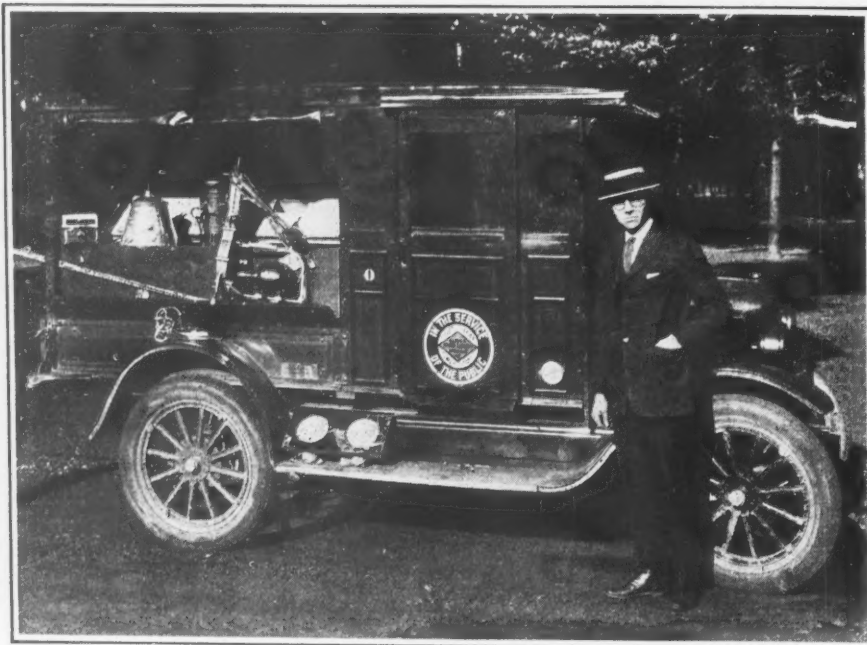
"I found the farmer very friendly and receptive," Fuller states, "but saw quickly that I must first establish a solid foundation of personal acquaintance and confidence, plus an accumulation of leads, before the full benefit of my work from a sales standpoint would become apparent."

Guessing Contest on Wired Homes

A new method of securing names of prospects and at the same time advertising the electrical contracting service of the company was used by the Blue Bird Electric Shop of Tacoma, Wash., of which A. B. Conrad is proprietor, at the recent Puyallup County fair.

The entire background of the booth at this exhibit was made up of photographs of attractive homes in the better residence district in Tacoma which had been wired by the Blue Bird Electric Company. A prize in the shape of an electric washing machine was offered for the individual who could identify the largest number of these homes. The contest aroused much interest and a crowd was present at all times, studying the display and making notes.

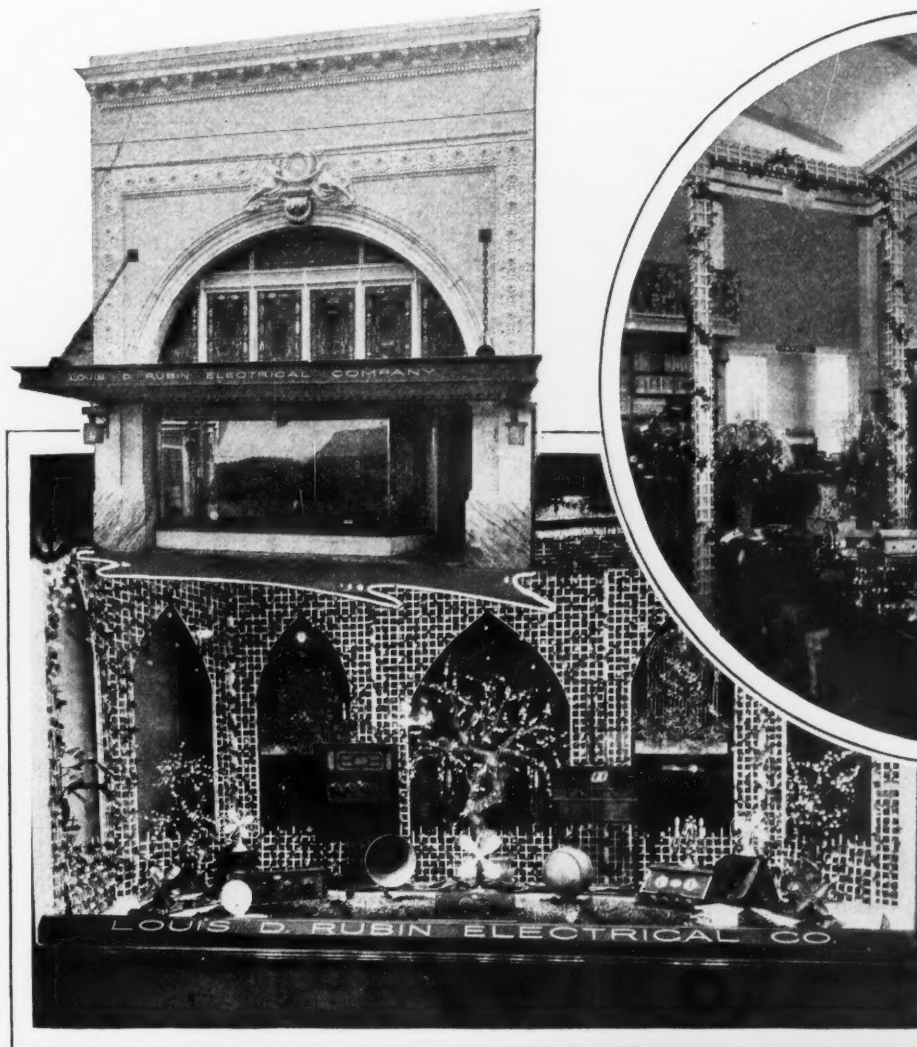
The names and addresses thus obtained from those submitting lists were of course of later value to the company, but it was felt that the most direct profit was obtained from the advertising value of the attention given the photographs. The homes were all of them of a most attractive type and illustrated the class of work which the Blue Bird Company had taken care of in the past and which they were prepared to do. In addition, the exhibit formed a most decorative trimming for the booth.



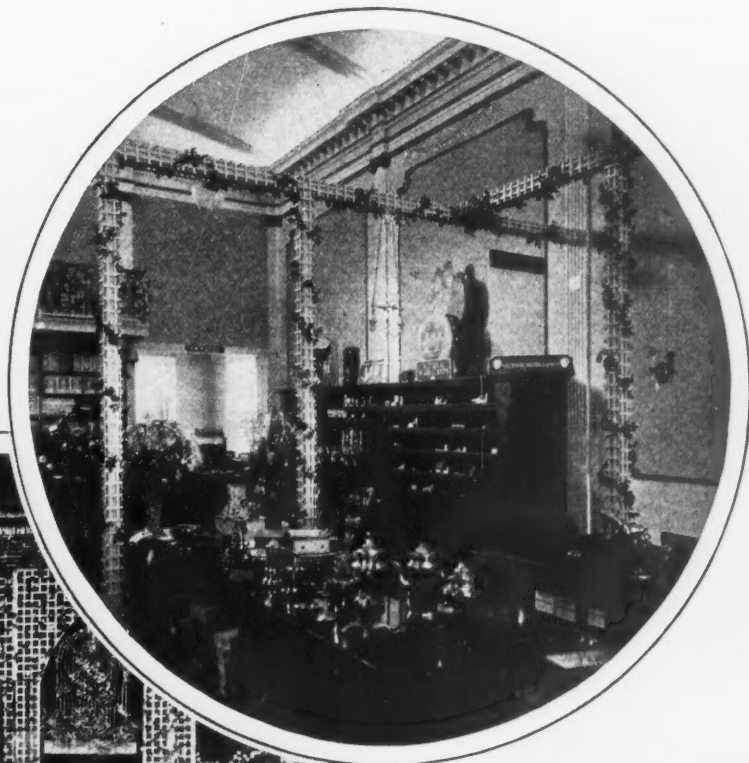
This is J. L. Fuller, employee representative to the rural customers of the Elmira Water, Light, and Railroad Company. Notice the type of light delivery wagon specially de-

signed for reaching the isolated prospect in all kinds of weather. Also observe the electric milker and the supply box with the padlocked cover.

Converting a Theater into an Electric Shop



The window is wide and equipped with such a lighting system that will be a model for other local merchants to follow.



An example of Mr. Rubin's enterprise was an eight-page special section of a Charleston newspaper given over to the new store.



One of the South's finest electric shops was recently opened in Charleston, S. C., by the Louis D. Rubin Electric Company. An unusual interest is given to this new store with its ample space and well planned display in that it has been converted from a theater which formerly occupied the building.

Personality

Sells Fixtures

EVERY one in Yuba City, California, knows the Electrical House, owned and managed by George W. Johnson. They know it because it is one of the most up-to-date stores in town, a credit to the business district, well lighted, well planned, and with windows which are always attractive. In addition, there is about it that touch of the original which will always draw people.

The store handles general electrical merchandise, with a specialty line of fixtures. The note of good lighting is carried throughout the establishment. Both windows and store interior are designed so as to illustrate the principles of commercial lighting and to serve as practical examples of the wiring which the proprietor is endeavoring to sell other stores in the neighborhood. Each window has a different layout, one being furnished with twelve Benjamin window-lighting units, the other with a similar number of X-ray units. These are grouped on several circuits, so that almost every lighting effect can be demonstrated, and the purchaser can determine just what

So says George W. Johnson of Yuba City, California, who has made originality the keynote of his merchandising plan.

spacing of lighting units he desires for his own installation.

In the store itself, the lighting is provided from eight ceiling units of different types. These represent almost every variety of commercial unit which is likely to be of interest to local merchants—and not only provide adequate and effective illumination for the store, but serve as samples from which sales can be made.

It is from the home fixture department, however, that the store takes its name of "The Electric House," for this division of the business represents an electrical home. The main fixture room has a ceiling of the normal height and is papered like a home living room with an attractive allover design combined with a ceiling border. Opening from this

are small rooms devoted to the display of fixtures of different types—bedroom, dining room, hall and porch, kitchen, and bathroom, each having its own individual grouping in an appropriate background. The papering of each of these miniature chambers is different and expressive of the character of the fixture displayed. The little rooms are about the size of an ample pantry or, where larger, are curtained off with a hanging to harmonize with the wall paper, so that two rooms are simulated.

Cretonne is also used in the main fixture room to give a homelike effect. The climate of Yuba City is one which provides warm weather during the summer months, and the whole effect of the cretonne, combined with the white-painted woodwork of the center tables bearing small lamps is one of summer coolness. The furnishings might be those of a wide, screened veranda.

Cretonne Partitions

In addition to the fixtures which hang from the ceiling of this room, a small portion at one side has been marked off by a beam across the ceiling. Curtains of the same cretonne as the portieres extend at intervals from this to the wall, against which they are draped, thus marking the space off into five booths, each of which is used to display a different type of fixture. Side fixtures appropriate to each are displayed against the wall. All connections are made so that the fixtures are interchangeable. Each panel is papered differently but with a harmonizing design, so that the customer has the opportunity of seeing the fixture against a background which will approximate conditions in her own home. A few silk cushions and a lamp or two displayed on the counter below the fixture panels adds to the atmosphere. Several potted ferns about the room are quite in keeping.

Each fixture is individually controllable and the wiring is arranged on a rheostat switch so that each may be lighted in rotation.

This same note of originality was carried into a recent fair exhibit which attracted much attention. One section of the booth had been made into the corner of a living room with fireplace, potted plant, wall and ceiling fixtures. These were lighted, but, as the spectator looked at them, the lights went out, the center fixture moved out of sight and disappeared into the wall of the room, a



Fixtures are displayed in a homelike room, off which other smaller rooms open, each representing some

typical department of home activities. Cretonne hangings attractively isolate the different fixtures.

new fixture took its place and as it reached the center position, it too, was lit up. At the same time the wall brackets disappeared within the wall and were replaced by others which matched the center fixture being displayed. This change took place at two-minute intervals, with four different sets of fixtures shown.

The plan and wiring of this exhibit was worked out by Mr. Johnson himself, the fixtures being operated on a circular track and controlled by clockwork. Naturally it stopped all traffic in the exhibit rooms and, it is safe to say, attracted more attention than any other feature.

Mr. Johnson believes that the personal element is an important factor in getting and holding customers and although his store has affectionately been given the name of the Electric House, his own name is always connected with it in advertising or on circulars.

Indeed, the sole sign which marks the front of his up-to-date store is "Geo. W. Johnson" printed in large letters across the windows. In full keeping with this thought, he has adopted the slogan "If electrical, let George do it"—a motto which Yuba City is fast making its own.

Perfect Kitchen Must Be Well-Lighted and Well-Wired

In the recent "Frigidaire" model kitchen contest conducted by the Delco-Light Company of Dayton, Ohio, many plans were submitted, giving the ideas of the various architects who entered the contest as to just what a "perfect" kitchen should entail.

Many of the plans submitted are outstanding examples of arrangement and convenience as far as the placing of kitchen equipment goes. However, the utmost in convenience is not achieved until the most satisfying electrical service is assured.

Reproduced here is the prize-winning plan of the contest, with complete wiring and lighting layout. These wiring suggestions were made by the Edison Lighting Institute of the Edison Lamp Works, Harrison, N. J. In commenting on this kitchen, Lillian E. Eddy, home lighting expert at the Edison Lighting Institute, says: "This prize kitchen will be of little value to the housewife after sunset, for only the mechanical plan and daylight illumination were



The Electric House booth at a recent local fair which created a sensation with its moving fixture

display. The plan and wiring of this exhibit was worked out by Mr. Johnson. It stopped all traffic.

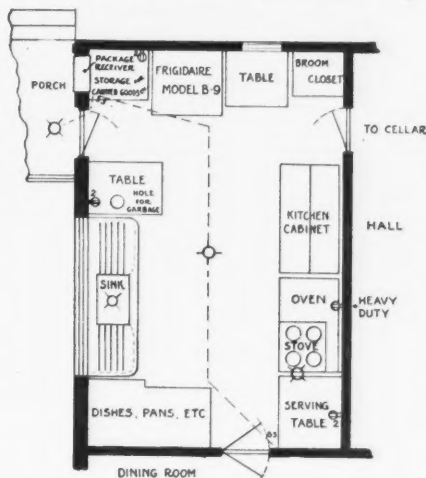
considered, thus making a kitchen which is not model in every respect.

"A kitchen which is in every way ideal fulfills two definite requirements, both of which are of equal value as each one is dependent upon the other. First of all, there must be a mechanical kitchen plan which provides for the most expedient placement of all kitchen equipment in order that it may be used with the utmost convenience. Secondly, there must be provided a means of illumination so that the worker is enabled to see to put into actual use her kitchen arrangement. This illumination is obtained in the day-

time by daylight coming through properly placed windows, while at night it is obtained by incandescent lamps in properly designed and placed fixtures."

In this wiring layout it is suggested that a milk white glass enclosing globe be mounted close to the ceiling, in the center of the room, to furnish adequate general illumination throughout the kitchen. This lighting unit is conveniently controlled from two entrances. At the sink and stove where shadows are most annoying, additional fixtures equipped with white glass shades supply local light to remove the possibility of the worker standing in her own light.

Electrical appliances are of little value without convenience outlets to which they may be attached, and when the outlets are of the duplex type, maximum utility is assured. There are duplex outlets over the serving table and work table and over in the corner in the space devoted to "storage for canned goods, etc.," while a heavy-duty outlet is indicated at the (of course, electrical) range. When an adequate number of convenience outlets are placed in the kitchen walls at the working plane level, the final necessity has been added to the plan of this model kitchen so that it may be called ideal in every respect—and is then truly perfect.



Wiring suggestions made by the Edison Lighting Institute, Harrison, N. J., for the plans of the prize-winning model kitchen in the recent "Frigidaire" contest

Finance banker discusses cost of Financing Time Payment Sales

By J. KENNETH KEMP
Vice-President, Finance Reserve
Company, Chicago

"ARE time payment finance charges too high?"

This question is similar to the one that was once asked Abe Lincoln: "How long should a man's legs be?" Lincoln's reply was, "Long enough to reach from his body to the ground."

The same sound reasoning applies to the charges of a finance company. The charges must be high enough to induce the finance company to operate. In other words, the charge must cover all operating expense with a sufficient margin left to allow a reasonable return on the capital invested. In the absence of monopoly or governmental regulations, the price of most commodities is determined by competition. If one group of individuals has a field in which they are making unusually large profits, other persons will be attracted to that field, the supply of that particular goods or commodity will be increased, competition will be keener, prices lower, and finally the profits in that field will be reduced to an average basis.

Supply and Demand

If the competition becomes too keen and prices are brought down to a point where profits are unreasonably low, some of the individuals in that field will drop out, thereby reducing the supply, raising prices, and bringing the profits back again to a normal basis. We see around us every day the workings of this law of supply and demand. Electrical dealers will remember the rush into the appliance field, the increase in production, the original large profits, then the increasing competition and the price cutting. Today we may say that the appliance business is on a normal basis, the supply of appliances being fairly well adjusted to the demand.

The charges for the services of the finance company are determined by the law of supply and demand

in the same manner as the charges for other services and the price of commodities. This economic law functions without restraint as the field is highly competitive.

Other bases for determining the rates are at present ineffective because we do not have any standards by which to make the comparison. If the wrong standard is taken, the comparison is valueless. "Bubbling Over" is a fast horse, but one would not take his record as a standard of speed for the cars entered in the Indianapolis Speedway races. Neither can the 97-mile average of Lockhardt at the last Indianapolis race be taken as the standard for the speed of aeroplanes. A Frenchman recently flew over 250 miles an hour. Similarly, a particular set of rates, such as the commercial bank rate or the rate on real estate mortgages, cannot be taken as a standard of the finance company rate. The reason is that the two are not identical, as the rate of the finance company includes not only a charge for the use of capital but also a charge for services (clerical accounting, auditing, etc.), which services are not included in the commercial bank rate and other commonly known interest rates. After all, free competition does in the long

run set the best standards for fairness for both sides.

Let's see, however, if competition and the law of supply and demand have worked the same in this case as they have in other fields. Do the charges now made by the finance company give more than a reasonable profit?

In the April issue of *Electrical Merchandising*, there was an article written on the question of the reasonableness of the charges of finance companies, under the caption—"Financing Time Payment Sales." As the conclusion drawn by that writer was that the profits were excessive, we cannot be accused of selecting examples favorable to our viewpoint by using the figures of these companies.

Charges in Other Fields

None of these three companies specialize in the financing of electrical equipment or even do a considerable portion of their business in that field. Company A, which is mentioned, handles practically no paper of that nature. Approximately 5 per cent of the volume of Company B, and 3 per cent of Company C is in that field. The business of Company A is to handle furniture paper where they make a charge almost double that generally paid for the financing of electrical appliances. Sixty-five per cent of the volume of Company B is in the purchase of open accounts and most of the balance in automobile paper. Approximately 97 per cent of the paper of Company C arises in connection with the sale and financing of automobiles. In the latter two cases the charges made are appreciably higher than for financing electrical equipment, although not as high as the charges made by Company A.

In considering these figures, therefore, it must be kept in mind that the earnings of these companies are

"DEALERS who co-operate with the finance companies, such as making clean sales, watching collections closely, furnishing frequent statements, and permitting a reasonable reserve, will be able to finance their contracts at considerably lower rates than generally charged at present."

considerably higher than the earnings of companies specializing in the electrical appliance field.

The summary of the earnings of these three companies is as follows:

Company	Volume of Business	Earnings	Net Worth	Percentage of Net Profit to (a) Volume	(b) Net Worth
A	8,590,073	314,811	2,358,750	3.6	13.3
B	104,101,440	445,790	7,808,958	.4	5.7
C	281,426,773	2,356,736	20,249,998	.8	11.6
Average for the three companies.....				1.6	10.2

The first question to be answered is—To what extent could these three finance companies cut their rates? The answer is given in the ratio of net profit to volume of business. The average for three companies is 1.6 per cent which is equivalent to a net profit of \$2.40 on a \$150 washing machine contract, and 88c. on a \$55 cleaner contract. Company B, which handles a larger proportion of appliance paper than either A or C, makes a net profit of 60c. on the \$150 washer contract and 22c. on the \$55 cleaner contract. If the discount rate of Company B was cut by as little as one-half of one per cent and the profit of Company C by as little as one per cent, these two companies would show an actual loss. Company A, as we said before, makes a charge approximately twice as high as those companies specializing in the electrical appliance field and therefore its ratio is of less significance.

The more important figures are, however, the rate of return on the net worth of the companies, which in this case varies from 5.7 per cent to 13.2 per cent with an average of a little better than 10 per cent—surely not an unreasonable rate. In fact, Company B could close out their business, invest their capital in high grade bonds and obtain a return as high as they are now making and at the same time be relieved of the business responsibilities. The other two companies, A and C, earning 13 per cent and 12 per cent respectively, cannot be accused of excessive earnings.

If there is a "nigger in the woodpile" which is the cause of keeping financing charges "high," we may conclude from the foregoing study that this "nigger" is not the excessive profits of finance companies. A survey of the operating expenses of a finance company may, however, open a way for the lowering of rates.

In this connection, the question of losses due to bad debts is very often brought up and generally misun-

derstood. Because the losses of the finance companies are usually nominal, say $\frac{1}{4}$ of 1 per cent, it is assumed that the credit risk is negligible. The vital point which is almost

always overlooked in such a discussion is the expense to which a finance company goes to prevent such losses. It may be safely stated that approximately one-half of the total operating expenses of the finance company (exclusive of interest charges) is either the direct or indirect result of effort to prevent credit losses.

These expenses arise first in connection with the credit of the dealer, not only is there the expense of the original investigation of the dealer's credit but the information thus gathered must be kept up to date as the dealer's status is constantly changing. A dealer worthy of \$10,000 credit today may gradually improve his condition until he is entitled to twenty or twenty-five thousand, or conditions may change almost over night until he reaches a point where a line of credit of \$10,000 would be a considerable hazard.

The second general item of expense in connection with the credit risk is involved in being sure at all times that the contracts which have been sold are actually worth the amount at which they are carried on the finance company's books. This precaution is necessary in order to

prevent the purchasing of fraudulent contracts, to discover misappropriation of collections and failure to report repossessions and prepayments, and to eliminate those contracts which are valueless or nearly so because the payments are so far delinquent.

These expenses due to the credit hazard have been reduced to the minimum by the finance company and cannot be cut further unless it be through the co-operation of the retail dealers from whom the finance company is purchasing the paper. A dealer can make possible a reduction in such expenses, which in turn would reduce the finance charges, by co-operating in the following manner:

How Dealers Can Help Reduce Charges

(a) Install or maintain modern accounting methods.

Sorry to say, most of the dealers at present do not have records from which financial statements may be readily drawn. The result is that finance companies are forced to go to unnecessary expense in order to get accurate figures from which to draw an adequate picture of the dealer's business and to properly judge the credit risk. The finance company is generally only too glad to help the dealer in improving his bookkeeping methods and to furnish gratis the services of expert accountants and auditors for this purpose.

(b) Improve the condition of the installment contracts which are sold to the finance company.

If these contracts represent sales made through misrepresentations by the salesmen, such contracts are

(Continued on page 117)

Increase Reserve to Lower Charge

"THE dealer cannot rightfully insist upon any reductions in financing rates as long as he demands that the finance company advance not only the actual investment which is made in the contract but also the greater bulk of his gross profit. The dealer does not expect a loan on improved real estate in excess of 50 per cent or 60 per cent of its value, or he would not

expect to borrow from a bank on high grade collateral, such as listed stocks and bonds, more than 80 per cent or 85 per cent of their value. In all reasonableness, then, the dealer should not expect to receive immediately 90 per cent of his installment contracts.

An increase in reserve from 10 per cent to either 15 per cent or 20 per cent is one of the pre-requisites for lower finance charges."

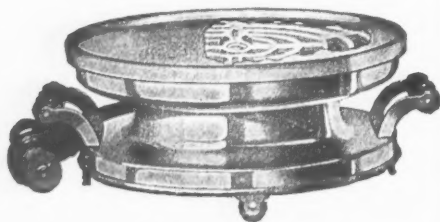
New Electrical Merchandise



Combination Lamp and Clock

Electrical Merchandising, August, 1926

One of the new numbers in the line of the Majestic Lamp Works, 237 Lafayette Street, New York City, is the combination lamp and clock illustrated. It is cast in virgin metal and finished in either walnut polychrome or gold polychrome. It is 16 in. in height, with a spread of 6 in.



Electric Griddle

Electrical Merchandising, August, 1926

In the new "White Cross" griddle of the National Stamping & Electric Works, 3212 West Lake Street, Chicago, is combined a one-burner electric stove and griddle. The aluminum grid simply lifts off when not needed and the stove may be used for general cooking purposes. The appliance is 9 in. in diameter, exclusive of handles. The base is finished in nickel.



Reflector for Lighting Sign and Window Trim

Electrical Merchandising, August, 1926

A dual service is rendered by the new No. 102 reflector of the Pittsburgh Reflector Company, Bowman Building, Pittsburgh, Pa., for it is designed to light the transparent window sign and the display as well. A certain class of small shallow windows used by cigar stores, candy stores, drug stores, etc., have painted transparencies carrying the firm name along the top of the plate glass of the show window. The new reflector was brought out to light such signs as well as the windows. A 100-watt inside frosted A-23 lamp is used with the reflector.

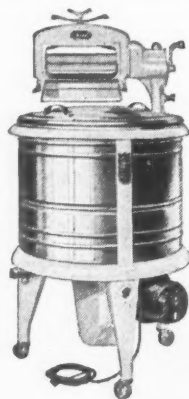
Page 100

Improved Washer

Electrical Merchandising, August, 1926

Many outstanding improvements are embodied in the new model "B" Aerobell washer of the Foote-Burt Company, Cleveland, Ohio. The vacuum cups turn a short distance at the top of each stroke and fifty-three strokes are necessary to carry the cups completely around the tub, instead of the 12½ strokes in the present style Aerobell.

Other improvements are in the wringer frame which has attractive, enameled nameplate. The drainboard wings have a white, smooth Udyllite finish instead of a galvanized finish. The present style wringer roll release, consisting of plunger, release lever, release spring and release nut is being replaced with a one-piece lever similar to that on the Model "C" Aerobell. The tub and frame have been shortened 1 in. The height to the top of the tub is 36½ in. The plunger rod, it is pointed out, makes 75 vertical strokes a minute instead of 60 strokes a minute, thus increasing the washing efficiency of the machine. A new style drain-cock designed to be absolutely leak-proof, replaces the present one. The intended retail price of the new model "B" is \$165.



Automobile Stop Light Winker

Electrical Merchandising, August, 1926

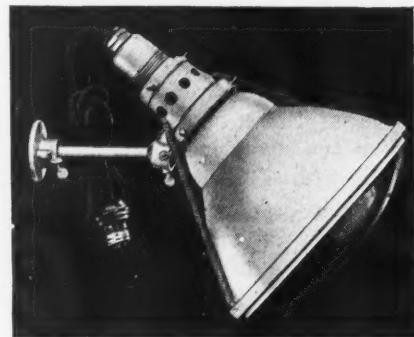
Through attachment of the K. & D. automobile stop light winker made by the Kendrick & Davies Company, Lebanon, N. H., the stop light of the car is made to flash sixty times a minute when the brake is applied, thus attracting instant attention. The device is simple to install as it is attached to the underside of the floor board and connected in the stop light circuit. It may be had in 6 or 12 volts and the intended retail price is \$3.



Reflector-Type Heater

Electrical Merchandising, August, 1926

Special attention is called by the Anderson-Pitt Corporation, 209 Goodrich Place, Kansas City, Mo., to the heating element of its new reflector-type heater. This element is designed to fit the focal plane of the reflector. The hot wires face the reflector to provide complete reflection of the heat rays, converting all the electrical energy into heat. The heater is set on a heavy base that will not upset and is made instantly adjustable to any angle. The finish is buff enamel. Two sizes may be had, No. 612 with 12-in. reflector, 660 watts, retailing for \$7.50 including the element and No. 914, 14-in. reflector, 1000 watts, retailing for \$10 including the element.



Colored Glass for Window Lighting

Electrical Merchandising, August, 1926

Because it is of the same glass as that used for railroad signal work the new "Color-Lite" hood for "Pittsburgh" window lighting units will neither fade out nor break because of heating of the lamp, its manufacturer, the Pittsburgh Reflector Company, Pittsburgh, Pa., points out. Neither, declares the company will it shrink or wrinkle as does gelatine. The colors to be had are red, blue, green and amber. The intended retail price for one color is \$3. "Windo-Spot" or "Windo-Flood" light, \$10.

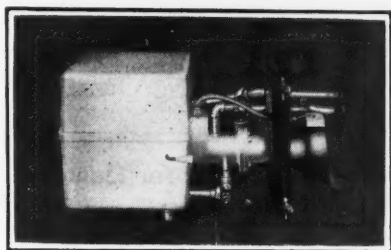
Soldering Iron

Electrical Merchandising, August, 1926

The American Electrical Heater Company, Detroit, Mich., is bringing out a new "American Beauty" soldering iron with 1½-in. tip for heavy duty work and in places where there is a great deal of solder to flow. The tip, as in the company's smaller irons, is made from straight rod and does not have an enlarged head, as such head, the manufacturer points out, does not increase the capacity of the iron whatever. The iron may be obtained for use on voltages of 95-104, 105-120, 121-130, 190-209, 210-240 and 241-260. The wattage is 550. Intended price, \$17.50.

Electrical Merchandising, August, 1926

for Early Fall Buying Season

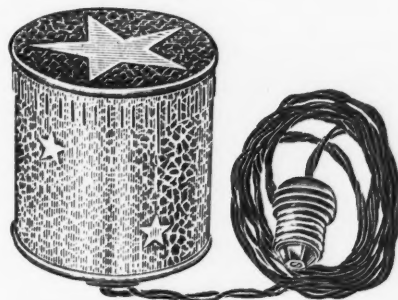


Oil Burner for Feed-Door Installation

Electrical Merchandising, August, 1926

Because of its feed-door installation, the "Round Oak Summerheat" oil burner of the Beckwith Company, Dowagiac, Mich., does not in any way interfere with the operation of the heating plant in which it is installed, should the oil supply run out or should the use of coal or coke be desired at any time. The burner can be installed in hot water, steam or warm air furnaces. The burner mechanism is enclosed in a 12 in. x 15 x 13 in. cast aluminum box, including dust-proof cover.

The motor and fan perform a double function, it is explained—creating the pressure on the oil level that feeds the oil to the higher level of the mixing orifice and also furnishing the current of air that atomizes the oil, mixes the air and floats it out into the combustion chamber of the furnace. Temperature control is automatic by use of a thermostat. Any of the standard distillates can be burned. Gas pilot ignition. The flame can be adjusted at will from 4 in. to 3 ft. to insure economy in operation in large and small houses under various weather conditions.



Electric Star

Electrical Merchandising, August, 1926

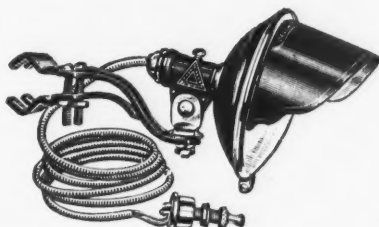
"Star of the East" is a new holiday electrical decoration just announced by the Anderson-Pitt Corporation, 209 Goodrich Place, Kansas City, Mo. Although it indicates that the new device is a Christmas item, it can be used very appropriately for evening parties and on other holidays of the year by using extra slides or lids carrying the motifs associated with St. Valentine's Day, St. Patrick's Day, Easter, Halloween, etc.

The device consists of a light enclosed in a small cylinder the cover of which carries cut-out star, clover heart or other emblem desired. To use, crepe paper is put on the window, stretched to fit smoothly and attached with stickers. The star is placed flat against paper and tied to the window lock and to the lift below. When lighted, the electric rays shoot out around it with the aura and the long rays of a star in the heavens. Intended retail price, \$3.

Automobile Road Light

Electrical Merchandising, August, 1926

That it fits any automobile made is one of the convenient features of the new "RoadLite" of the Delta Electric Company, Marion, Ind. There are two types of light available, No. 50 with clamp style bracket and No. 51, with pedestal bracket. The former is suggested for mounting on brace-rod between headlights, on headlight support rods or brackets, on bumper or bumper brackets on fender braces, etc., while No. 51 might be mounted in any fender or cowl position, on either running board, to shine forward, out or back, or on splash pan in front of radiator. The bulb is a Mazda, 21 c.p. No. 1130. The finish of the light is black and nickel. Intended retail price, \$4.50, complete, including clamp or pedestal bracket.



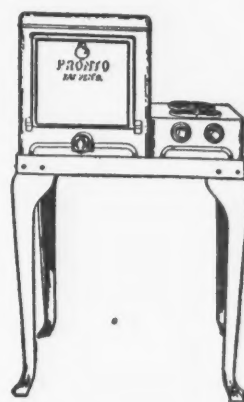
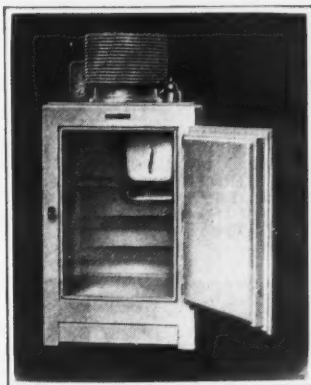
New Copeland Model at Popular Price

Electrical Merchandising, August, 1926

The entire mechanism of the new model Refrigerator announced by Copeland Products Inc., Detroit, including the freezer, is contained in one compact piece, forming the top of the refrigerator and held in place by its own weight thus forming an air tight seal. The ice trays, in which the ice cubes are frozen, are a part of the freezer, which is located sufficiently down in the food compartment so that the 108 ice cubes are easily accessible when the single door of the refrigerator is opened.

This box is of auto body metal. The exterior finish is white lacquer pyroxylin while the interior is in white enamel. A typical cross section shows a construction comparable with the best practices in refrigerator manufacturing. It includes metal on the outside and inside; three ply laminated wood and an inch and a half cork boards completely encased in water proof paper. Additional insulation is found in many parts of the refrigerator, such as the door and the top of the box.

Because of the self-contained character of the entire mechanism service can be rendered by the removal of the unit and its immediate replacement by another. Intended retail price \$215, f.o.b. Detroit.

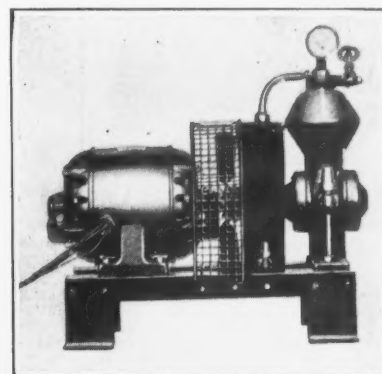


Small Electric Range

Electrical Merchandising, August, 1926

By combining a small stove or hotplate and an electric oven and mounting them on a stand the Pronto Manufacturing Company, Pratt and Concord Streets, Baltimore, Md., has developed a small electric cooking unit well adapted to the small home or apartment.

The oven is 14 in. x 15 in. x 17, outside and has concealed elements, wired with Nichrome for 650 watts, 110 to 125 volts. It can, however, be wired for any wattage or voltage without extra charge. The hotplate has two burners, with wattage of 650 each. The oven can also be used as a fireless cooker, having a 3-heat switch, 650 watts high, 360 medium and 120 watts low. The oven and hotplate may be bought separately, if desired. In aluminum finish, the unit complete retails for \$37.50; in white enamel, \$50. The oven is \$27.50, the hotplate \$6 and the table \$5, if purchased separately.



Refrigerating Unit

Electrical Merchandising, August, 1926

For use with refrigerators up to 40 cu.ft. capacity, the Lamson Company, Syracuse, N. Y., has brought out a new "Ice Maid" refrigerating unit that is very simple, small and compact, weighing but 105 lb.

The pump is a rotary pump, direct-connected to the motor and has only three moving parts. This pump, the company points out, because of its design, requires no valves and has no reciprocating movement between any parts. A brine tank carries the usual number of trays accommodating ice cubes. The control of the refrigerant, ethyl chloride, is by means of an expansion valve actuating by the vacuum on the low side of the system. The operating control is by means of a mercoide switch and the operating pressure is only about 18 lb. The price range is from \$225 to \$370, installed.

New Merchandise for the Contractor to Sell and Use

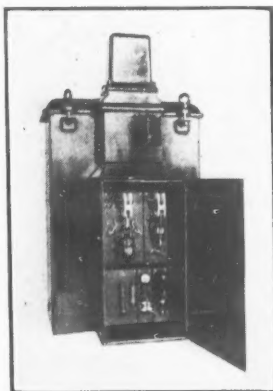


Improved Flood Light

Electrical Merchandising, August, 1926

Substantial improvement has recently been made by the Reflector & Illuminating Company, 1407 Jackson Boulevard, Chicago, in its exterior flood light. The new housing is of cast iron and Armco metal, finished in black baked enamel with trimmings of brass. The front of the flood light is encased in a heat-proof convex glass.

Further improvements in this unit consist of a newly-designed ventilating cowl equipped with storm baffles and insect screens. Because of the new adjustable socket feature of this flood light, Type C lamps of from 300 to 1,000 watts can be used, thereby making the unit adaptable to various sizes of lamps as required.



Synchronous Motor Control

Electrical Merchandising, August, 1926

For across-the-line starting of slow speed motors and for reduced voltage starting of the higher speed motors, the Electric Controller & Manufacturing Company, 2700 East 79th Street, Cleveland, Ohio, has built a completely self-contained, oil-immersed automatic starter for 2300 volt synchronous motors.

In each case the operator simply pushes a button to start the motor and as the motor approaches synchronous speed, the field excitation is automatically applied. The entire equipment is complete in a single unit, making possible the floor mounting of all the equipment necessary for the starting of synchronous motors.

Induction Motors for Elevator Service

Electrical Merchandising, August, 1926

The General Electric Company, Schenectady, N. Y., is bringing out a line of constant speed and multi-speed induction motors for elevator service. The motors are of the squirrel cage type, KTE being three-phase, 60 cycles and KQE two-phase. Noise has been practically eliminated in the new motors, the company points out, making them suitable for use on elevator installations in hotels, clubs, hospitals, private homes, etc.

Combination Base for Flood Lights

Electrical Merchandising, August, 1926

The Reflector & Illuminating Company, 1407 Jackson Boulevard, Chicago, has brought out a new and improved cast combination base for use on its show window flood lighting units.

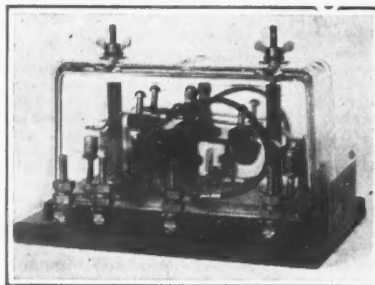
This new base provides either a 7-in. weighted portable base when the flood lights are to be used on floors or a 3-in. flange base for attachment of the unit to walls, ceilings or transom bars, as desired. The base can be adjusted to meet any requirement, the company explains, by simply detaching one base from the other by the use of an ordinary screw driver. Another feature is the easy and convenient manner of assembling the unit.



Magnetically Operated Relay Switch

Electrical Merchandising, August, 1926

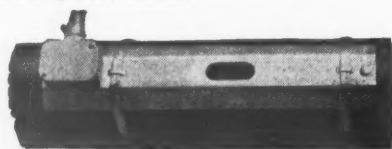
A magnetically operated double pole, double throw, relay switch has been placed on the market within recent months by J. Struthers Dunn, manufacturer of Dunco relay switches, 1109 Race Street, Philadelphia, Pa. This piece of equipment is designed for emergency lighting, to reverse the current of motors, or to throw a heating element from high to low heat. The manufacturer is prepared to supply such switches for all standard voltages and cycles.



Electric Pipe Heater

Electrical Merchandising, August, 1926

For protection against freezing of sprinkler system pipe lines, for assuring uninterrupted service from water supply lines, or to aid the flow of sluggish viscous liquids, the electric pipe heater manufactured by the Hynes and Cox Electric Corporation, Albany, N. Y., is admirably suited. The heater clamps directly to the pipe, making it possible thus to utilize practically all the heat generated. Prices are from \$3.50 to \$10.50, depending upon the size ordered. Lengths are twelve, eighteen and twenty-four inches.



Sound Detector for Home Protection

Electrical Merchandising, August, 1926

Practically a multiple detectograph to protect the home against intrusion is the "Home Protector" of the Audiphone Company of America, 233 West 42d Street, New York City. It comprises a telephone headset and four very sensitive microphones encased in steel receptacles. A central key-box is used for selective purposes. These microphones receive and transmit a whisper from a distance of 30 ft. Any number of microphones desired may be used, placed in different locations in the home with wires connecting with a central key-box, usually located at the bedside or placed under the pillow. By pressing one key after another, the entire premises may be patrolled in a few minutes and any unusual sound instantly located. The system is also applicable to commercial usage, being a protection for the watchman on duty.

The Audiphone system requires for operation only a few dry cells. It is installed on a rental basis, similar to the ordinary telephone and is maintained and serviced by the company.



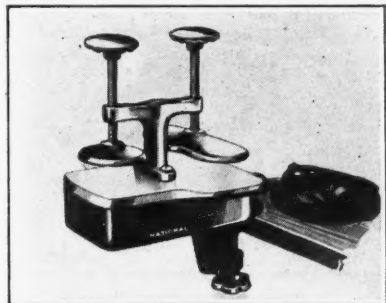
Loud-Talking Telephone System

Electrical Merchandising, August, 1926

In the audible telephone system devised by the Audiphone Company of America, 233 West 42d Street, New York City, the voice is carried to the person wanted and his answer is instantly returned without the necessity of either party going to or handling the instrument. There are many applications of this system in factories, in offices and even in the home.

The unit illustrated is the "Junior" model, a small desk set with a range of 3 to 6 ft. It is specially designed for use in large offices where many desks are grouped. Its size is 4 1/2 in. x 4 1/2 in. x 8 in. The system, as is also the case with the larger units, requires for efficient operation only a few dry cells. The upkeep is very low, as the system is installed on a rental basis, similar to the ordinary telephone, and is maintained and serviced by the company.

—Latest Developments Gathered by the Editors

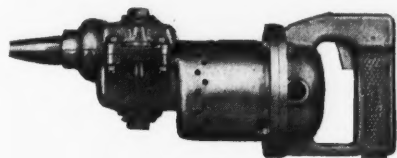


Electric Vulcanizer

Electrical Merchandising, August, 1926

For repairing automobile inner tubes and other rubber goods, the National Machine & Tool Company, Jackson, Mich., has designed an electric vulcanizer on which two repairs may be made at once, one patch beneath each of the clamping plates.

Some of the features of the device, as pointed out by its manufacturer, are the accurate temperature control by a new type thermostat now being used extensively in electric laundry irons, the rapidity with which it heats, being ready for use in 5 min., the aluminum top plates, giving even distribution of heat, the clamps attached and its compactness. Intended price, \$18.



Electric Hammer

Electrical Merchandising, August, 1926

In describing its electric hammer the Ajax Electric Hammer Corporation, 117 West 63d Street, New York City, points out that the blow struck by this hammer is delivered purely by mechanical means, without resort to springs, solenoids, etc. At the time of the blow, it is explained, the plunger is absolutely free and disconnected, therefore preventing the shock from being transmitted back through the working parts into the motor.

The hammer operates on either alternating or direct current. Its weight is 10 lb. The company is also bringing out a larger size hammer, weighing 20 lb., capable of drilling up to and including 2½ in. diameter holes. This hammer will be of the universal type also.

Push Button Magnet Controller

Electrical Merchandising, August, 1926

The Ohio Electric and Controller Company, Cleveland, Ohio, has brought out a new push button magnet controller. The little master can be attached to ceiling, to side wall, to top of hoist controller, or to throttle of locomotive crane and operated with thumb or finger, or it can be placed on floor between crane controllers and operated by toe of right or left foot. The fuse on control panel blows only if there be ground or short circuit. The controller cannot be operated by accident, the manufacturer explains, because of the barrier between the lift and drop levers. It is made to operate any size magnet of any make. The control panel, which carries its own resistance for kick spark reduction and for quick drop reverse, measures 14 in. wide by 16 in. high by 13½ in. deep. The little push button master measures 5½ in. high by 6½ in. wide by 6½ in. deep.

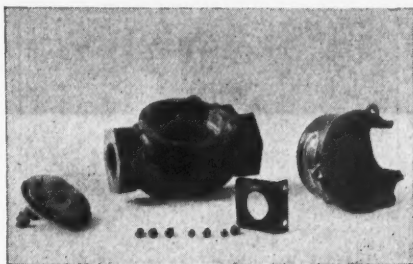
Electrical Merchandising, August, 1926

Automatic Control Regulators for Electric Water Heaters

Electrical Merchandising, August, 1926

The Westinghouse Electric & Manufacturing Company is announcing a new device for controlling the operation of electric water heaters. The control is effected by a Spencer disk thermostat which is actuated by the heated water passing over a thin metal plate placed in contact with the thermostat.

Until the temperature of the water has reached the upper limit of operation of the thermostat, the heater stays on, but when the limit is reached, the heater is turned off by the thermostat breaking the contact. As soon as the temperature of the water falls below the lower limit of the thermostat the contact is made again and the heater turned on.



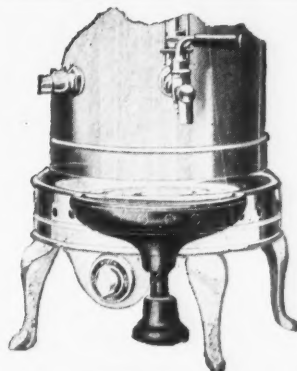
Switch for Street-Lighting Service

Electrical Merchandising, August, 1926

A new type of street-lighting service switch which is so small and compact that, if desired, it can be mounted inside of a street-lighting standard, has been developed by the General Electric Company. The switch, designated as the CR2810-1384 Novalux switch, is a single-pole double-break, solenoid-operated device, and is rated 25 amp. at 110 volts on either alternating or direct-current non-inductive circuits, and can be provided with either alternating or direct-current operating coils.

Power consumption is 10 watts on 60-cycle, alternating-current circuits, and 8 watts on direct-current circuits. Four out-going terminals are provided, one for the common line to the coil and one side of the switch, one for the load, one for the other side of the coil and one for grounding the case. The terminal for the common line to the coil and contact tip has provisions for fusing.

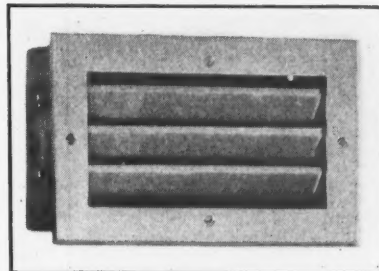
Although designed primarily for street-lighting control, this switch can be used for other services.



Urn Heater

Electrical Merchandising, August, 1926

For use with urns, the Standard Electric Stove Company, Toledo, Ohio, has brought out in its No. 3000 urn heater which is made to fit up under the urn. It is adjustable from 6½ in. to 10½ in. and is made in two wattages, 1,000 and 1,500, each controlled by a three-heat switch.

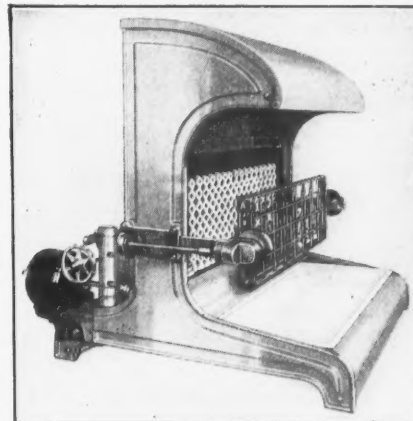


Flush Lighting Fixture for Floor Lighting

Electrical Merchandising, August, 1926

For hospital use, keeping the light out of the patients' eyes, for illumination of dark floor spaces and stair platforms and for theaters and churches the Jaehrig Lighting Fixture Company, Inc., 221 Thirteenth Street, Newark, N. J., has designed a flush floor lighting fixture known as the "Florlite."

Two models of the "Florlite" may be had, No. 2, the one illustrated, and No. 1, which consists of a waterproof box, 9½x4½x3½ in. deep, made of cast iron, white enameled inside containing socket and lamp. The face frame is made of cast brass with hinged door. "Florlite" No. 1 is \$9.50 and No. 2, \$7.45. No. 2 with louvres is \$8.50.



Electrically Operated Barbecue

Electrical Merchandising, August, 1926

Although gas flame is used in the "Humphrey" rotisserie it is essentially an electrical device for it is driven by a 1/20 hp. motor. The 24-in. grill, equipped with the "Humphrey Radiant-fire" gas burner and sixteen radiating elements is automatically turned every 30 sec. A turn of a wheel regulates the distance from the fire that the meat is to be rotated. The apron front of the device is easily removed for cleaning. The finish is highly polished cast aluminum.

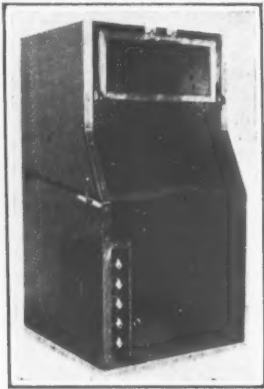
¼-In. Portable Electric Drill

Electrical Merchandising, August, 1926

The first of a new line of portable electric drills has been announced by the Millers Falls Company, Millers Falls, Mass. The new drill, ¼-in. size, is known as No. 414 and is made for use on 110 and 220 volts.

The drill is a general purpose tool, powered with a 1/8-h.p. universal motor giving a no-load speed of 1800 r.p.m. at the chuck. The equipment consists of a heavy-duty Jacobs chuck, ball bearing armature and ball thrust bearing on the spindle, Cutler-Hammer automatic switch, armored attachment plug and 8 ft. of rubber-covered cord. The drill weighs 5½ lb. and its price is \$30.

New Semi-Industrial Equipment to Sell—



Electric Broiler

Electrical Merchandising, August, 1926

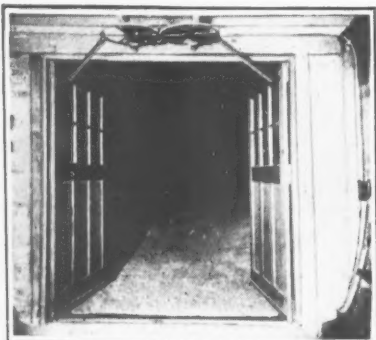
Compact construction, flexible heat regulation, and sanitary operation are the principal features that are said to characterize this electric broiler for clubs, hotels, institution, etc., manufactured by the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. The heater is divided into three units, each controlled by a three-heat snap switch. A warming oven above the broiler utilizes what would otherwise be wasted heat, and a lever at the side raises or lowers easily the counter balanced grid, thus making it possible for the chef to operate it even though his hands be full. Radiant heaters mounted above the grid supply the heat, which are made increasingly effective by heavy tile reflectors above them.

Electrical Door-Opening Device

Electrical Merchandising, August, 1926

The Electric Door Corporation, Ithaca, N. Y., has an electrical door-opening and closing device by use of which garage doors may be opened without the necessity of the driver leaving the car. The weight of the car on the ground plate in the driveway opens the garage door. Contact with this plate operates an electrical switch controlling the motor of the door mechanism. A push button is provided at the garage to use when one is not in the car.

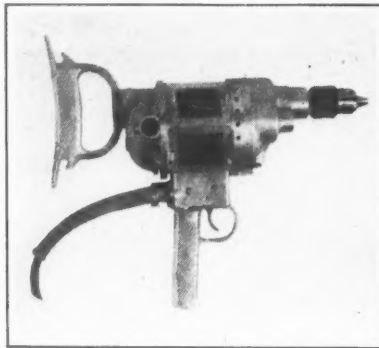
The mechanism consists of a pair of large gears which are slowly rotated by an electric motor, using a powerful triple gear reduction of about 1500 to 1. The mechanism may be applied to straight hinged doors, either inward swinging or outward swinging, straight sliding doors and operators for gates. The intended price of the device complete, with standard double control, ground plate and hand button on post, is about \$175.



Heavy Portable Drill

Electrical Merchandising, August, 1926

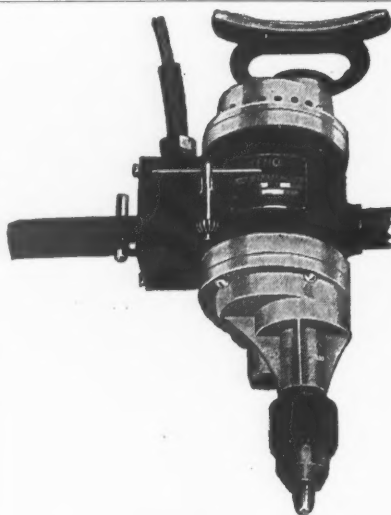
A new $\frac{1}{2}$ -in. heavy portable electric drill has been brought out by the Black & Decker Manufacturing Company, Towson, Md. The drill is equipped with the company's well-known pistol grip and trigger switch and is an exceptionally light weight tool, weighing but 10 $\frac{1}{2}$ lb. It has a no-load speed of 1,400 r.p.m. and comes complete with three-jaw hand tightening chuck for which no chuck key is required. It takes straight shank drill bits up to $\frac{1}{2}$ -in. which, it is pointed out, is maximum capacity for steel. It is also equipped with 15 ft. of duplex electric cable and separable attachment plug. Intended price, for 110-volt use, \$58; for 220, 250 or 32-volt use, \$62.



Non-Metallic Sheathed Cable

Electrical Merchandising, August, 1926

The American Wiremold Company, Hartford, Conn., has brought out a non-metallic sheathed cable, "Wireflex." The feature of this cable is the sheath over the individual rubber-insulated conductor, this sheath consisting of twisted Kraft cords running spirally in one direction and held in place by the relatively soft cotton binding strands running spirally in the opposite direction. Two or more of these cables are brought together by enclosing them in an outside braid.

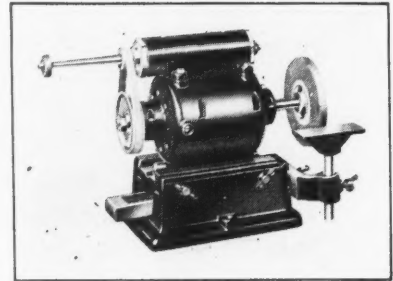


Improved Electric Drill

Electrical Merchandising, August, 1926

The Temco Electric Motor Company, Leipsic, Ohio, announces a simple way to prevent losing the chuck key on its portable electric drill, eliminating the delay and expense incurred in hunting or replacing the lost key.

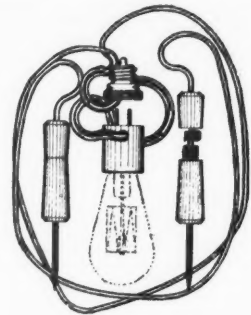
The accompanying illustration of the "Temco" drill shows the Chuck Key on the side of the Drill above the switch. A brass holder or clip attached to the housing of the Drill holds the chuck key firmly in place, ready for instant use but never in the way.



Base for Grinder

Electrical Merchandising, August, 1926

For use with its No. 2 "Dumore" grinder the Wisconsin Electric Company, Racine, Wis., has designed a base to accommodate the grinder when it is not in use on the lathe. The grinder sets in the base and is secured by tightening two wing screws. When in place, it makes a very satisfactory bench grinder for small grinding jobs such as sharpening drills, cutters, etc.



Testing Outfit

Electrical Merchandising, August, 1926

For locating grounds, opens, shorts, for circuit testing and for general trouble-shooting the Universal Test Equipment Company, 2939 North Oakley Avenue, Chicago, has brought out a new universal trouble-shooter.

The device has a special socket so designed to insure against fuse blow-outs, except in certain cases where one or both test points come in contact with a radiator, water pipe or conduit. This socket has separable plug and is made to fit into any standard lamp socket or receptacle, operating on either a.c. or d.c. circuits. The handles are made of Thermopax, heat-proof, shock-proof and moisture-proof. There are two 6-ft. leads, extra flexible, highly insulated leads held together with five gum sleeves which can be adjusted to suit range desired. Intended retail price, \$3, complete.

Utility Lathe

Electrical Merchandising, August, 1926

For turning wood, and taking heavy cuts out of copper, brass, aluminum, and lighter cuts from cast iron and steel, William B. and John E. Boice, manufacturers of bench machines in Toledo, O., have designed the utility lathe pictured here. For metal working it is fitted with a strong compound slide rest, and a milled rack on the bed permits an 18 in. longitudinal feed. A convenient tool for the repair shop.



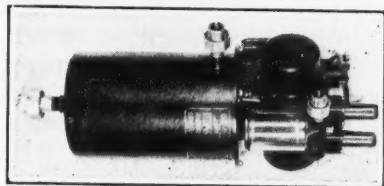
Latest Developments Gathered by the Editors

Electric Pump for Oil Burners

Electrical Merchandising, August, 1926

To provide for gentle and steady flow of oil into the oil burner, without manual labor or supervision, the Cook Electric Company, 2700 Southport Avenue, Chicago, has designed an electrically-operated oil pump equipped with Bodine 1/200 hp. motor.

The pump is started and stopped by the operation of a mercury tube switch placed within the top of the tank and under control of a float. When the float rises to a sufficient height it trips the mercury tube and opens the circuit. When the float drops to a predetermined level the mercury switch trips and the circuit is closed. The oil level, it is explained, is controlled within $\frac{1}{4}$ in. The motor operates on either alternating or direct current. An eccentric on the end of the crankshaft operates the horizontal slide which drives the two bellows. Intended price, \$75. Properly installed the pump is declared to deliver 40 Baume gravity oil at a rate of not less than 20 gal per hr. with 3-ft. lift and 12 gal. per hr. with 15-ft. lift.



Soldering Compound

Electrical Merchandising, August, 1926

Announcement has been made by an English company, Sicilian House, Southampton Row, W. C. 1, London, of a tinning and soldering compound, called "Soldo." This new development in industrial science, it is claimed, has revolutionized the outlook in regard to tinning and soldering. The powder, which is non-acid, consists of a combination of fluxes and metal. The method of use is simply to heat the surface, sprinkle on the powder, rub with a soldering iron and wipe off. All metals, with the exception of aluminum and low-grade cast iron, whether rusty, corroded, greasy, painted or enameled, can thus be promptly tinned.

By elimination of time and labor in preliminary cleaning by filing and the use of acids, it is explained, the compound is of great value to the various trades connected with the repair of metals and to amateurs who have found soldering a slow and difficult process.

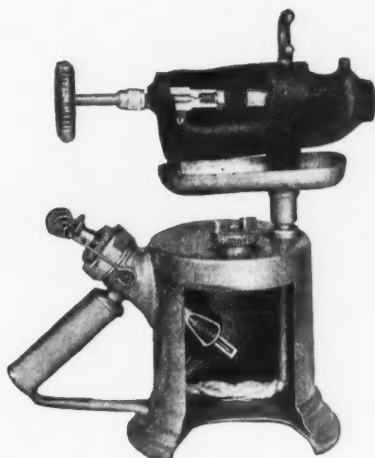
Floodlighting Projector

Electrical Merchandising, August, 1926

For railroad yard floodlighting and other similar services the Electric Service Supplies Company, Seventeenth and Cambria Streets, Philadelphia, is bringing out a new type of "Golden Glow" floodlighting projector known as type ELA-1419. This new floodlight, when fitted with a 1,000-watt, 115 volt PS-52 standard lamp may be used successfully with maximum ranges of 3,000 to 3,500 ft., the company explains, when mounted on towers of from 70 to 90 ft. in height.



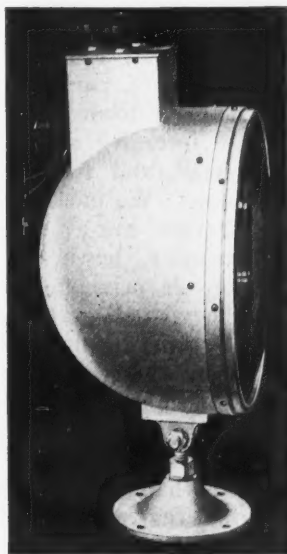
Electrical Merchandising, August, 1926



Blow Torch

Electrical Merchandising, August, 1926

Some of the advantages claimed for the new "Dreadnaught" blow torch No. 41 of the P. Wall Manufacturing Supply Company, 3126 Preble Avenue, Pittsburgh, Pa., are: that it can be supplied to burn kerosene or gasoline and that every time the valve is opened or closed, the orifice is automatically cleaned by a needle, which is easily removed and replaced if damaged. It is also equipped with a special burner patterned after the company's furnace burner.



Low-Wattage Floodlight

Electrical Merchandising, August, 1926

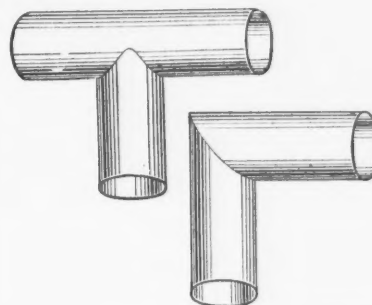
To meet the demand for a low-wattage floodlight having comparatively broad light distribution the Pittsburgh Reflector Company, Bowman Building, Pittsburgh, Pa., has brought out its No. FL-300 floodlight. This unit is designed for short distance floodlighting of buildings, monuments, signs, etc., mountings being made approximately 10 to 20 ft. from the surface to be illuminated.

A 300-watt type "C" lamp is intended for use with the floodlight but by means of a socket reducer a 200-watt lamp may be substituted. A rubber gasket on the casing, against which the cover is screwed, makes the unit weatherproof.

Tin Speaking Tube, Square Elbow and Tee

Electrical Merchandising, August, 1926

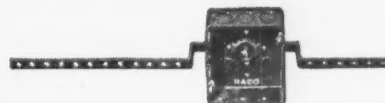
The Roach Appleton Manufacturing Company, 3440 North Kimball Avenue, Chicago, announces that it has started manufacture of lock-seam type, 1-in. tin speaking tube, square elbows and tees for 1-in. speaking tube.



Offset Bar Hanger

Electrical Merchandising, August, 1926

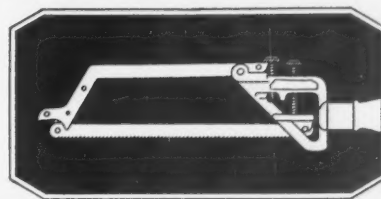
The Roach-Appleton Manufacturing Company, 3440 North Kimball Avenue, Chicago, Ill., has brought out two new types of "RACO" bar hangers—an HD deep offset bar hanger and an HS shallow offset bar hanger. The length of the offset on these two types of hangers has been shortened from $9\frac{1}{4}$ in. to $5\frac{1}{4}$ in., making them more adaptable for bracket installations, particularly on outside walls where it is necessary to channel the brick, or on other installations where the studding is set closer than standard. The overall length of the bar has been increased $1\frac{1}{2}$ in., making it $19\frac{1}{2}$ in. long, this additional length compensating for shortening of the offset and permitting the same complete range of adjustment for position of the box which was found in the old style hangers. The HD deep offset hanger is for use with the standard $1\frac{1}{2}$ in. or $1\frac{3}{4}$ in. deep outlet box where raised cover is used, while the HS shallow type is for outlet boxes where no cover is used. The new length offset on both types is just long enough, it is explained, to permit turning around a 4 in. square outlet box without having to remove it from the hanger.



Hacksaw

Electrical Merchandising, August, 1926

Many uses can be found by the electrical contractor for the "Quad" 4-in-1 hacksaw brought out by the Cunneen Company, 65 Washington Avenue, New Rochelle, N. Y. The saw is easily and quickly transferred into position for various uses, including removing armor from BX cable without cutting the insulation on the wires, removing license plates, nut, bolt, screw or rivet heads and cutting inside of stuck or rusted pipes, spuds, nipples, bushings or other small openings.



The Profits of Better Show-Window Lighting

BY D. W. ATWATER*

Illumination Bureau Westinghouse Lamp Company

MERCHANDISE on display is intended to be seen; if not, it might as well be back on the shelf. To see we must have light, daylight if sufficiently abundant; artificial light at night or on dark, cloudy days. But merely being visible is not all, the successful display must be seen by the greatest possible number of people and seen to its best possible advantage.

For the past five or six years, the lamp manufacturers and central stations have been conducting tests to determine the effect of lighting on the capacity of show windows to attract prospective customers. Independent investigations, varying in method and results, all point to the same general conclusion definitely proving that increasing intensities increase the pulling power of windows. More people will stop to view a well-illuminated display; the number stopped varying with the amount of light provided. It is most gratifying to find these facts either known by the display men or taken for granted as obvious.

Up-to-Date Practice

The lighting of the show windows is the one phase of illuminating engineering where practice keeps pace with the latest developments in the art. Industrial plants have much to learn or at least put into practice. Residence lighting and probably the illumination in your own homes could be much improved; but we must admit the display men not only appreciate but take advantage of good lighting. It is interesting to note that the latest handbooks on illumination are already out of date regarding show-window lighting.

The ever increasing brightness of our city streets due to improved street lighting and the larger, brighter, electric signs, has necessitated corresponding increases in show window illumination. General practice as a result today is actually double what was recommended a few years ago.

*From an address before the International Association of Display Men, Chicago, June 17, 1926.

Due to the similarity in proportions of show windows, modern lighting equipment is practically standardized, and the problem of illumination is relatively simple. We have available the silvered glass, prismatic glass, and silvered metal reflectors especially designed for low, deep windows and similar units for high, shallow windows. A few years ago, the use of 100-watt Mazda C lamps equipped with suitable reflectors spaced on 18-inch centers was considered good practice and the same equipment on 12-inch centers furnished the highest values in our largest cities.

Today the accepted standard of illuminating show windows at night is to install 200-watt lamps on 12 to 14-inch centers. No merchant can afford to have his windows dim by contrast with those of his neighbors.

Other Lighting Devices

In addition to the equipment for general illumination of the window, there are available spot lights for concentrating on a particular piece of merchandise; floodlights to provide a high intensity over portions of the display, and foot lights to soften shadows. We must admit the necessary devices are available. We should remember, however, that a show window is primarily intended to display merchandise and not feature the lighting equipment. The lighting must, and can be, designed to conceal the light sources from the vision of spectators. This applies especially in corner windows or others having more than one side open to view. First the equipment itself should be concealed, preferably inset in the ceiling or at least by a valance behind as well as in front. Then the light source may be shielded by louvres or diffusing plates over the bottom of the reflector.

In addition to the devices already discussed, we have the most important medium of all, color. Unfortunately, many merchants and large department stores only regard color lighting as a fad, the novelty of which has worn off. It has ceased to be a fad; as a novelty, it has little

value, but as a medium for the display man, color is a vital necessity. If properly used, it is an important factor in merchandising.

Up to this point we have only considered the lighting of show windows at night, or as a supplement to daylight on dark days. To realize as fully as possible on the large investment in window space, it is of course most essential to keep windows working at maximum efficiency during the evening hours and after the store is closed, but it is even more important to obtain the maximum returns during the hours of daylight. Here is a totally different problem.

At night, the 150 or 200 foot-candles in the window make it the brightest spot in view, far exceeding the 1 foot-candle or less of our best street lighting. The eye instinctively turns to the brightest objects, so the problem is simple compared to daylight conditions.

Sun Gives 10,000

The intensity of natural illumination in our streets, falling on building fronts and passing vehicles or pedestrians is usually over a thousand foot-candles, reaching a maximum of about 10,000 at noon on a clear June day. The daylight penetrating into show windows seldom exceeds a few hundred foot-candles. Thus the reflections from the plate glass window fronts will be brighter than the objects on display. When the merchandise, and particularly the background is dark in color, the window becomes an excellent mirror in which the men can straighten their ties and the ladies powder their faces. Show windows however are too valuable to serve as mirrors. Their displays must be seen easily and conveniently.

The solution obviously is to build up the intensity inside the window so that the objects will be brighter than the images on the plate glass. The complete elimination of all such reflections in many cases is not practical and in most instances not absolutely necessary.

The investigations of the value of show window lighting at night showed that the number of people stopped varied almost directly with the intensity provided. In a similar way recently conducted tests demonstrate that the lighting of windows during the daylight hours will increase their attracting power. Obviously bright displays will stand out in contrast to those in unlighted windows.

Electrical Merchandising, August, 1926

Laying out The Electric Installation for a Machine Shop

FOLLOWING its plan to educate the electrical contractors of southern California in the art of estimating by submitting sample problems to be worked out and studied in unison, the Southern Division of California Electragists recently considered the question of machine-shop wiring. A model plan for a machine shop, similar to many which the contractors had very likely handled in the past, and typical of the jobs likely to be presented to them for estimate in the future, was laid out. The individuals were then asked to estimate in detail what their costs would be in handling such a job and to submit a bid for the work.

This lesson was the second of this type undertaken with the purpose of acquainting the membership with the use of the Electragists manual of estimating, as applied to practical conditions. The first problem had covered the field of making a simple layout, taking quantities of material from a print, and converting these quantities into labor, but it was felt that somewhat more detailed instruction was advisable to carry the message home.

Instruction Through Groups

The first method of carrying out this instruction was through group meetings held in the various districts to which all electrical contractors in the district were invited. This idea was also carried out in large measure for the second lesson. In this case, however, the floor plan and elevation of the shop to be considered were given out to each member in advance, together with a bid form to be returned to the office of the Association, stating the number of man-hours of labor necessary to install the electrical wiring in accordance with the plans and specifications. The plan was drawn to a

CALIFORNIA Electragists, Southern Division, have their second lesson in estimating.

The problem is to find the number of man-hours necessary to install the electrical wiring in accordance with the plans and specifications.

1/2-inch scale and gave the location of all machine foundations, motors, compensators, remote control stations, and the location of the main switchboard. No details of individual circuits were given, those to be furnished by the electragist himself. A feeder schedule also appeared on this plan.

Together with this information was also furnished a set of specifications, as follows:

This contractor shall furnish all labor necessary to install material as shown on the plans, or herein specified for the complete power installation.

All work shall be in accordance with the rules and regulations of the National Board of Fire Underwriters as of the 1923 edition.

The work shall consist of installing all conduit, wire, switchboards, compensators, remote control push buttons, connecting up, and testing motors for rotation.

All motors, compensators, push button stations, and clamped supports for mounting compensators will be furnished by owner.

Good Machine Shop Installation Pointers

Conduit shall be continuous from switchboard to compensators, compensator to motor, with 4 ft. of flex steel of the same size as conduit for connection at motor. All conduit shall be installed in the floor before concrete is poured, except that no conduit shall be placed in or across machine foundations.

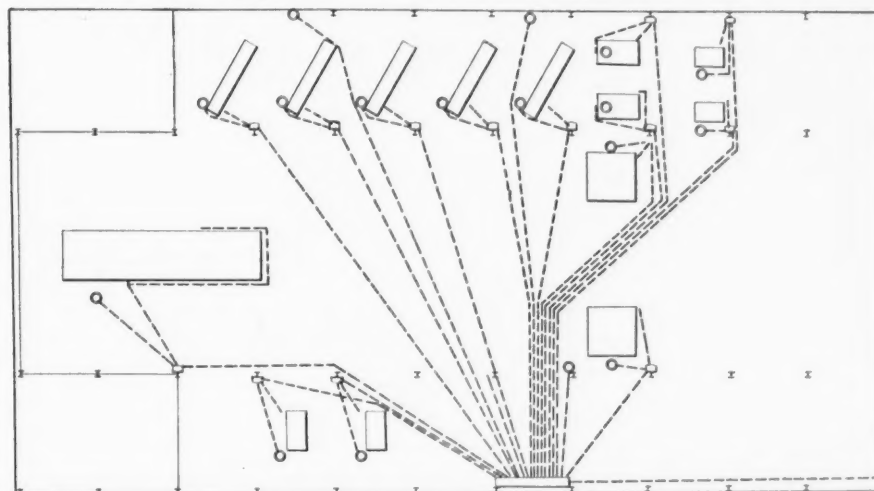
Main service shall be run under floor to rear of building with a vertical riser of 12 ft., above floor line.

Conduit for compensators, lathes, milling machines, emery wheels, and push button stations shall terminate 4 ft., above floor.

Conduit for punch press shall terminate 8 ft., above floor.

Conduit for crane motor shall ter-

The Layout of the Electragist Problem



Plan of machine shop used in the second lesson in estimating by the California Electragists, Southern Division. This plan shows the job as it was laid out for presentation to the members.

minate at bottom of truss and connection made at crane trolley wires.

Conduit for boring mills, planer and drill press shall terminate at floor line.

Conduit at switchboard shall terminate 6 in. above floor.

Switchboard shall be dead front, dead back and standard construction as used in southern California.

Symbols shown on plans are those adopted by the Association of Electragists, International.

Plans to be returned to the office as soon as possible.

Nothing was said about using the Electragist figures in estimating the work, but the contractor was required to reduce his estimate to a man-hour basis so that a comparison could readily be made between the conclusions, however differently they may have been arrived at.

The return of the forms was achieved within a reasonable time and a basis was then at hand for presentation before the group meetings. These were held in stores or offices or other convenient meeting places convenient to the different localities and an effort was made to bring out every contractor in the district. The interest created by the former gatherings was a great incentive in bringing the men out, and enthusiastic meetings were the result.

Layout Illustrated

A large-sized plan was prepared showing the estimate as worked out by L. C. Baltzelle and this was taken as a chart from which the group work was carried out. Each member was given an opportunity to perform the operation of estimating this job with the assistance of Electragist instructors. If he had already worked over the plan and had submitted an estimate the instruction was particularly valuable to him, but great benefit was derived even by those who had not done this previous work.

Each person present was furnished with a copy of the Electragist manual from which he was asked to estimate the man-hour rate for installing a quantity of material of a given classification as called out by the instructor. To save time the extension for the various quantities was given by the instructor. In this way every individual had practice in using the manual, in locating the proper table covering the problem under discussion and in converting the figures. Each man was thus able to test his own figures as they had been submitted in the written estimate.

THE estimating meetings of the Southern Division of California Electragists are conducted under the direction of C. J. Geishush, executive secretary, with the assistance of Mr. Baltzelle of Fullerton.

Their success is evidenced by the fact that a large number of those who have attended the sessions reported that they have adopted the use of the Electragist method in their estimating.

As was to be anticipated, all present were not equally proficient in the work and some very interesting results were obtained, many expressing the opinion that they had obtained an entirely new viewpoint on estimating.

An illuminating experiment was carried out during the progress of lessons, which as much as anything else called the attention of those present to the need for a more standardized method of estimating. This was to give out a problem at the beginning of the meeting which all were asked to figure on, submitting their estimates in writing. At a later stage of the discussion, the estimates were compared and the reasons for their divergence discussed.

Fifteen Minutes Allotted

The problem as used was to estimate the man-hours required to prepare and install the three 1,000,000-circ-mil cables used for the main service. It was explained that this would require approximately 320 feet of wire, that the 4-inch conduit was installed and that there were two bends in the run. The wire could be pulled from either the switchboard end or the loading platform. The time allotted for this estimate was approximately fifteen minutes.

When the various estimates were opened later, as this phase of the subject was approached, it was found that the time varied, in the written opinions of those present, from 4 to 78 man-hours! This wide discrepancy, making, as it would, for wide differences in the final bid, was a startling object lesson to those present as to the haphazard methods employed in their calculating and

they entered with great interest into the discussion of the elements to be considered in the problem.

The detailed operations involved in the process were now taken up by the instructor and those present discussed such questions as the time required for the jacking up of the reel, the measuring and the cutting of the wire, the fishing of the pipe and the drawing in of the pulling cable, the arrangement of the blocks and tackle necessary for pulling, the connection of the cable to the pulling rope or cable, and at last the actual pulling of the wire. The instructor called attention to the fact that the 320 ft. of 1,000,000-circ.-mil cable would weigh approximately 1,300 lb. and the reel an additional 200 lb. It was found that most of those present in making their original estimates had had in mind some recent job vivid in their memories in which they had either had a very easy time or had experienced great difficulties in their fishing work, but as the various operations were considered in detail by the group, their time estimates took on greater similarity and in the end the figure obtained by all approximated very closely that given by the Electragist manual for such work.

Range Wiring Diagram Furnished Customers

A diagram for a typical electric service cabinet for residence use has been worked out by the range department of the Portland Electric Power Company of Portland, Ore., and is furnished on request to residence owners who purchase an electric range. This makes recognition of the fact that a certain number of home owners purchase ranges with the intention of doing their own wiring, particularly in the suburban and rural districts.

By furnishing the diagram, on which sizes of wire, switches, and cutouts are correctly given for the range purchased, much later trouble is avoided which might result from incorrect wiring.

In case of question, or of the use of other equipment on the circuits than that specified, the customer is referred to his electrical contractor. It is found that many to whom these diagrams are given take them to electrical contractors in the first place.

Diagrams are also furnished electrical contractors when desired.

Electrical Merchandising *Pictorial*

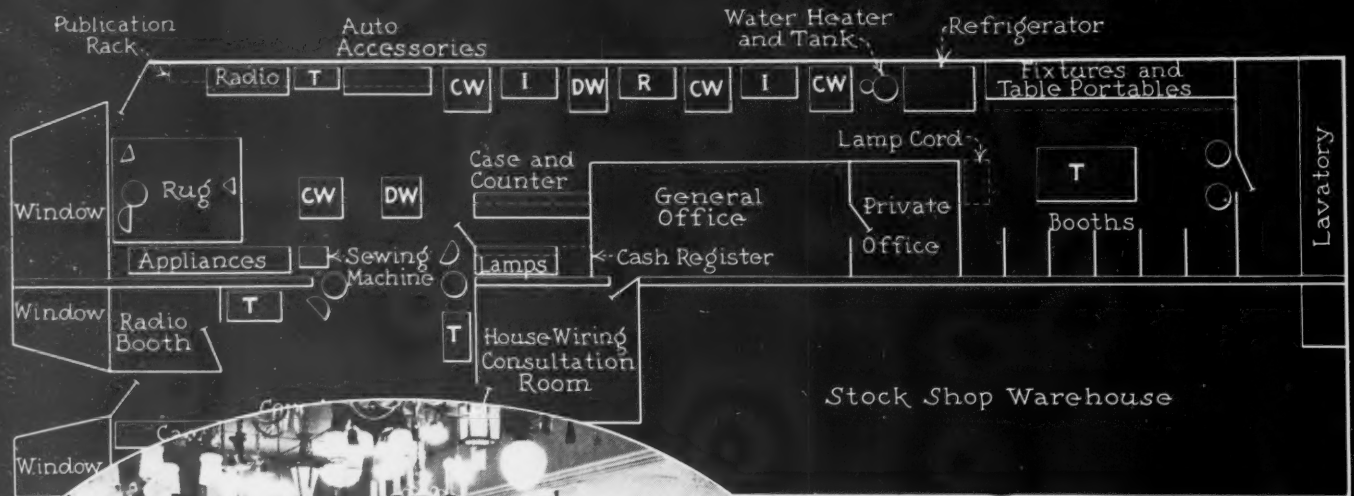


Electric Water Pumping—

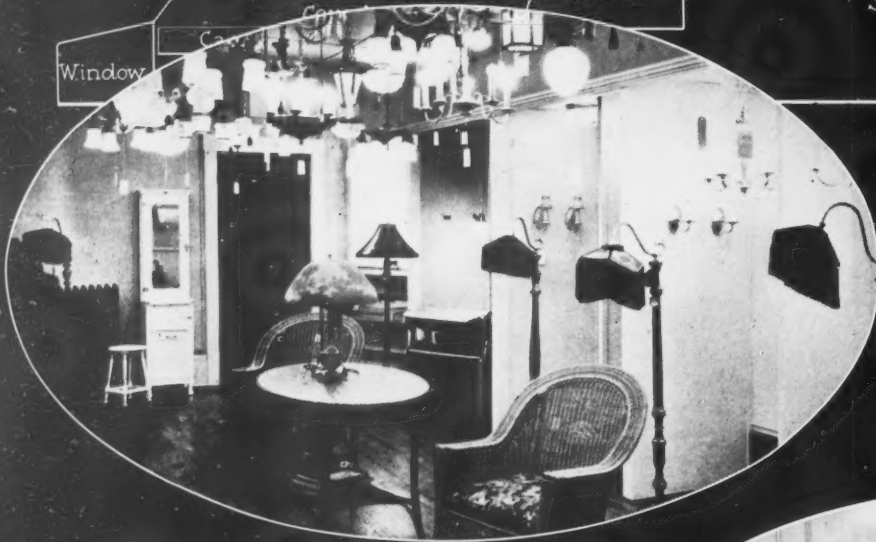
The primary appliance for the
suburban and farm home

WITH electric service lines pushing out into the country in all sections, an important market for electric pumps is rapidly opening up. Each such pump installation involves a sale of from \$150 to \$500, and consumes from 100 to 300 kw.-hr. per year.

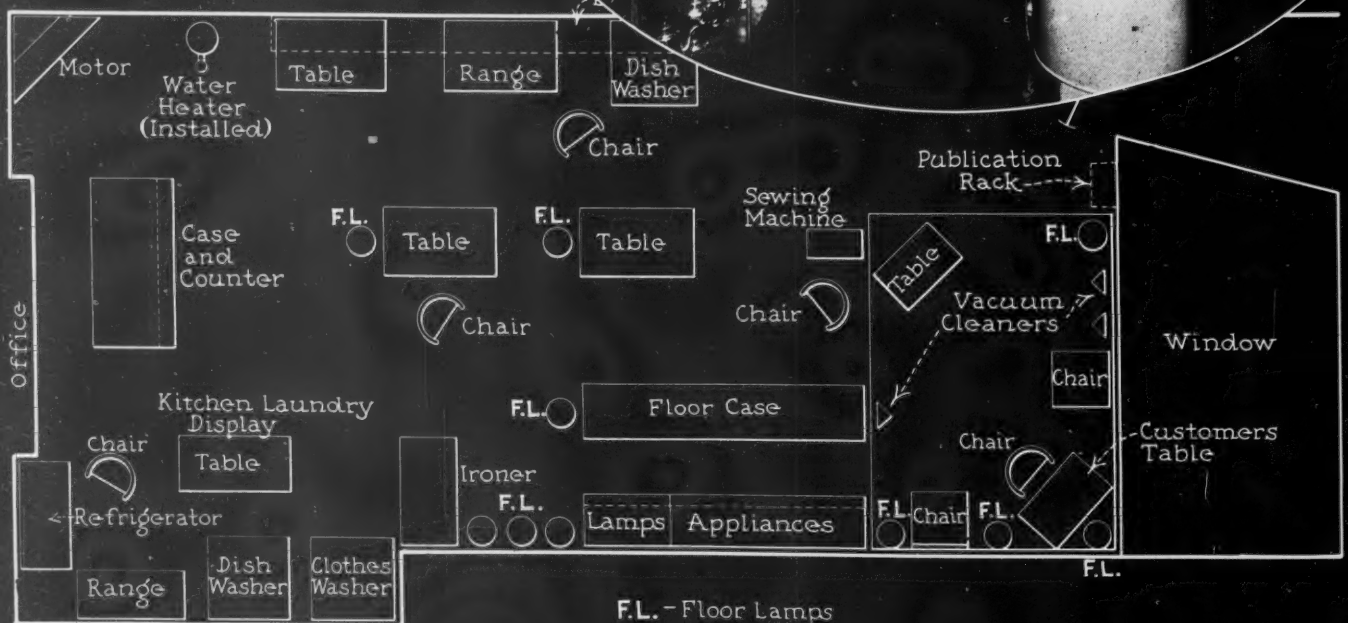
Four Well-Arranged Electrical.



A Contractor-Dealer's Store

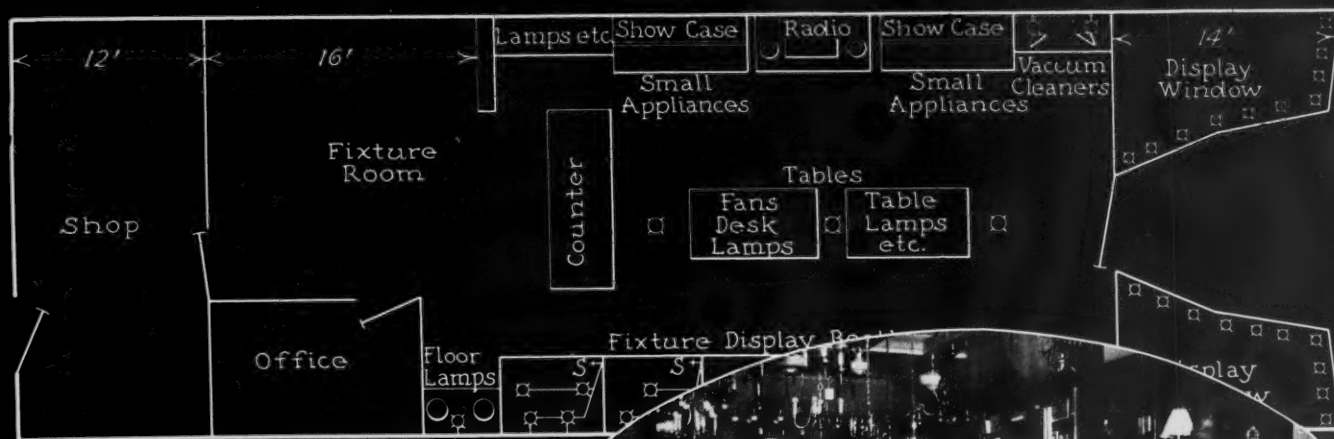


An Appliance Specialty Shop

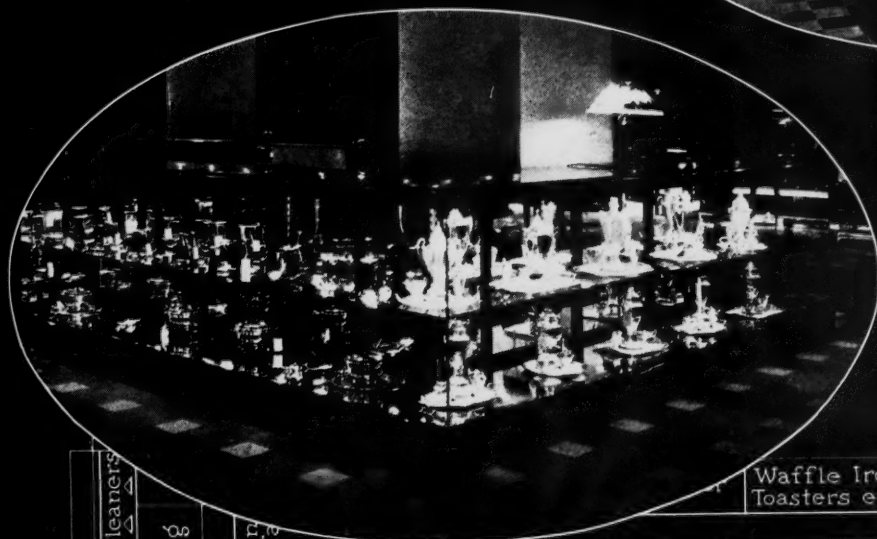


F.L. - Floor Lamps

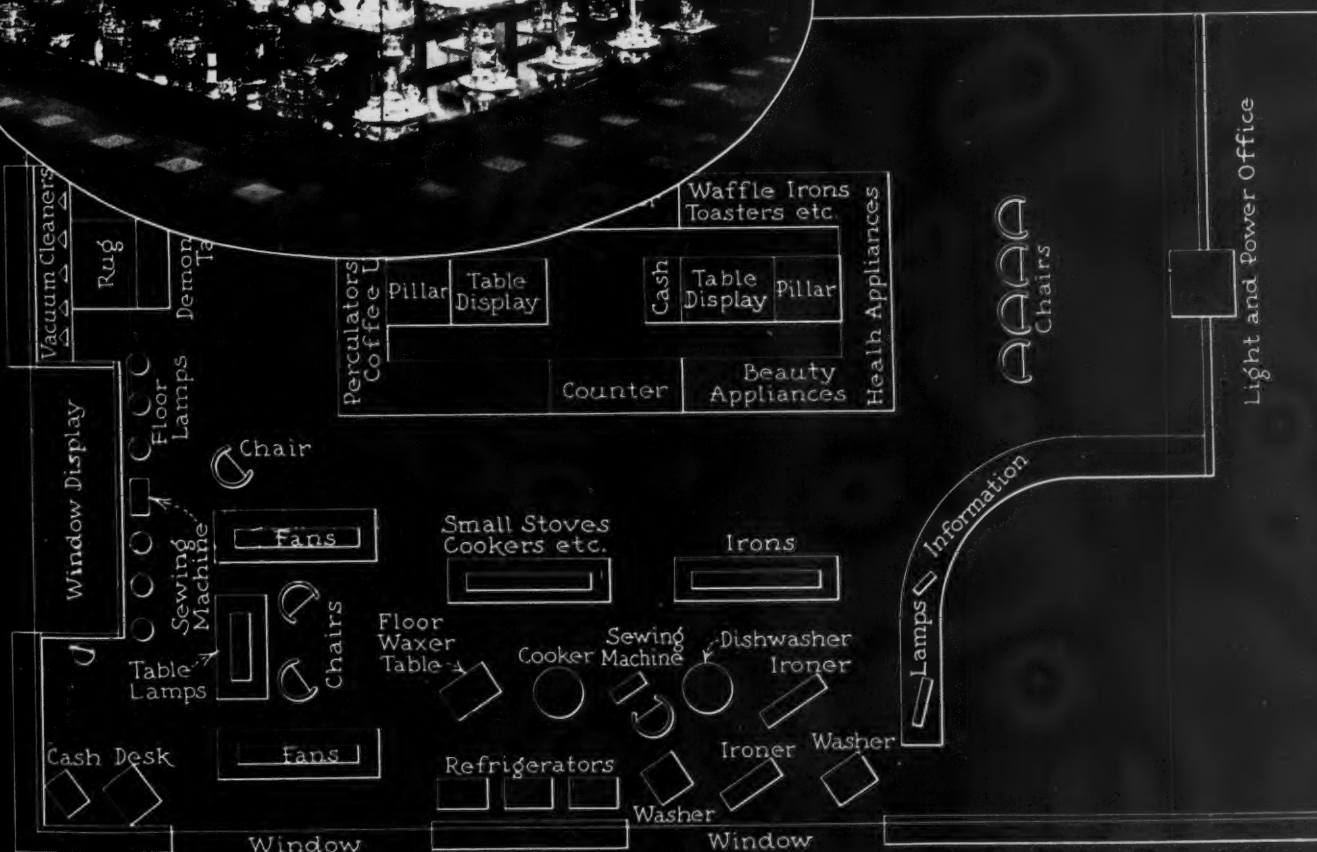
Store Layouts—In Plan and Picture



Where Fixtures Are Featured



A Central-Station Showroom



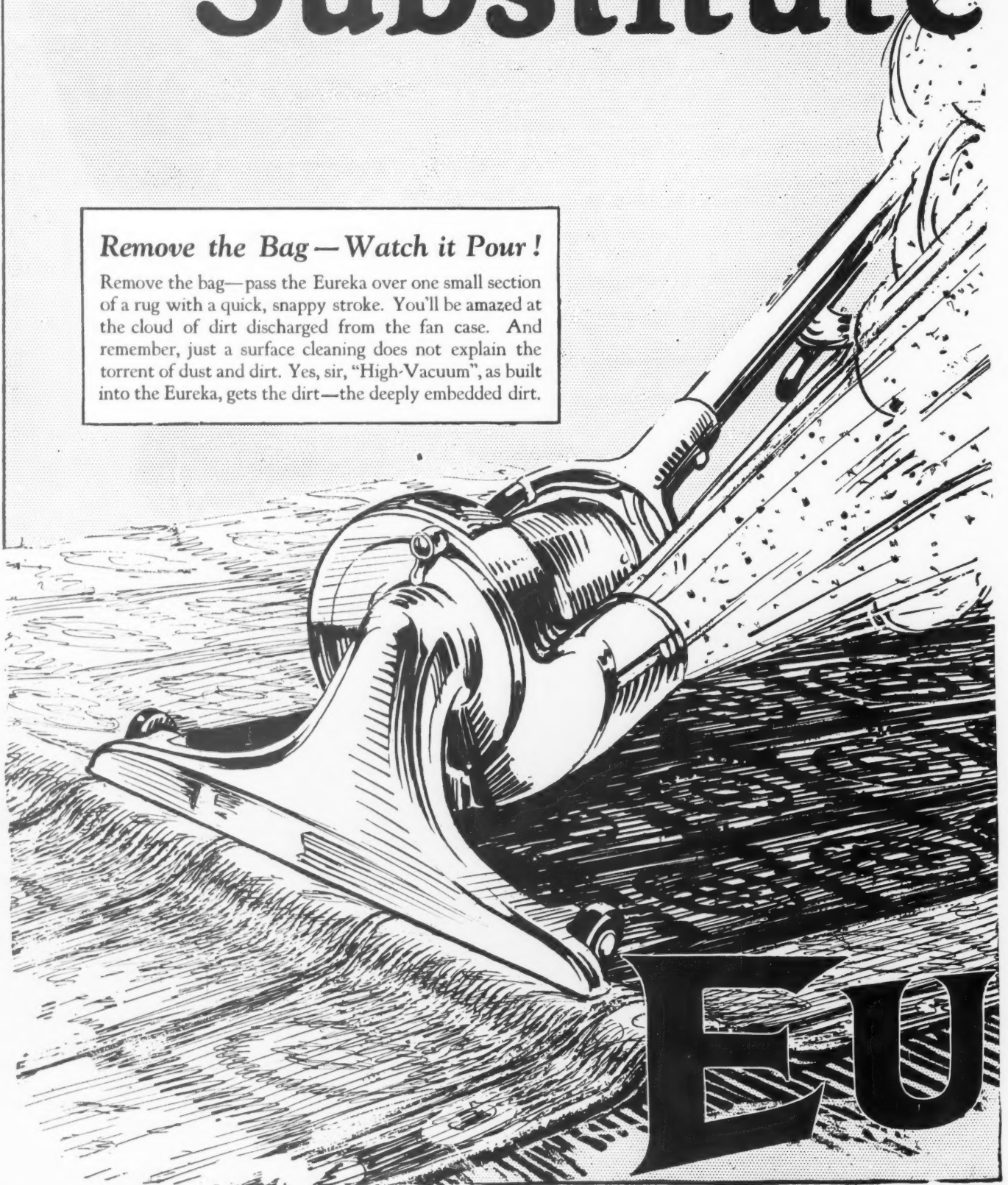
Layout by Westinghouse Store-Planning Service

Electrical Merchandising, August, 1926

There's no **Substitute**

Remove the Bag—Watch it Pour!

Remove the bag—pass the Eureka over one small section of a rug with a quick, snappy stroke. You'll be amazed at the cloud of dirt discharged from the fan case. And remember, just a surface cleaning does not explain the torrent of dust and dirt. Yes, sir, "High-Vacuum", as built into the Eureka, gets the dirt—the deeply embedded dirt.



for "High-Vacuum"

If continuous maximum cleaning effectiveness is desired—then there is no substitute for the "High-Vacuum" principle of cleaning

Out of the chorus of claims made for various types of electrically operated cleaners this fact stands clear and undeniable—

The cleaner which will, in the long run, prove most satisfactory both to the dealer who sells it and the owner who uses it is that one which develops maximum cleaning efficiency with a minimum of operating parts and mechanical complications.

Eureka "High-Vacuum" is a guarantee of continuous service

The Grand Prize Eureka represents the highest development in the "High-Vacuum" principle of cleaning yet attained. Air passes through the Eureka cleaning nozzle at a velocity of two miles a minute. Both surface and embedded dirt must give way before the tremendous suction thus created.

The full power of the famous Eureka motor is devoted to direct cleaning—not diverted to drive perishable belts and complex mechanical devices. It is therefore obvious that the "High-Vacuum" principle results in continuous maximum cleaning efficiency.

Don't Take Anybody's Word For This —Watch the Dirt Pour

You can show the exceptional cleaning efficiency of the Eureka "High-Vacuum" principle.

Just remove the Eureka dust bag and operate the cleaner with a quick, snappy stroke back and forth over a small section of an apparently clean carpet or rug.

You'll be amazed at the continuous flow of dirt. Mere surface cleaning couldn't get one-tenth of this astounding amount of dirt. Make this test once and you'll get the final answer to deep cleaning efficiency that leaves rugs, carpets and other fabrics really clean.

The Clinching Proof of World Leadership

The Grand Prize Eureka has swept into world leadership in the electric cleaner industry. Many more Eureka's are manufactured and sold today than of any other "make"—more than the vast majority of the 70 competing "makes" combined. Repeated Grand Prizes and Highest Awards in international competition have recognized the Grand Prize Eureka as the world's best vacuum cleaner.

Can You Afford To Sell Any Other Cleaner?

Mechanical superiority of the Eureka, powerful advertising and universal consumer acceptance make the Eureka Dealer Franchise highly profitable. Write or wire the factory for details.

(290)

See the Eureka Exhibit at the Sesquicentennial Exposition, Philadelphia, Exposition Building

EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World

Canadian Factory, Kitchener, Ontario

Foreign Branches: 8 Fisher Street, London, W. C. 1, England
58-60 Margaret Street, Sydney, Australia

REKA

VACUUM CLEANER



Here's what you have waited for



The New Sunnysuds *will sell*, because into it have been built the kind and type of improvements which women demand in their washing machines. The New Sunnysuds is a *fast washer*. It will wash a batch of soiled clothing in *five minutes*. Its remarkable new washing action swirls the clothes around and around to snowy whiteness.

There are 15 other features—such as *octagon shape* for maximum agitation, minimum of moving parts, self-oiling—features that make tremendously convincing selling points.

Here is a washer that is going to mean heavily increased business for Sunnysuds dealers. Will you be one of them? Write now for complete information.

SUNNY LINE APPLIANCES, INC.
DETROIT, MICHIGAN

Canadian Factory: Onward Manufacturing Co., Ltd., Kitchener, Ontario
Foreign Sales Dept.: 149 Broadway, New York City

(124)

The New Sun

ELECTRIC WASHER

~ and here are its 16 major features

- 1** Washes a batch of soiled clothes in five minutes.
- 2** The exclusive octagon shape provides maximum agitation.
- 3** Fewer moving parts than any other washer.
- 4** Heavy copper tub; outside silver-gray enameled; inside, nickel plated.
- 5** Cover can be lifted off while the machine is running. Clothes can be lifted out without stopping the action.
- 6** A large drain permits rapid, thorough draining.
- 7** The wringer mechanism has met the rigid tests of 5 years of service on Sunnysuds Washers.
- 8** Fixed pressure wringer wrings a blanket as easily as a handkerchief.



- 9** Moving parts run smoothly and silently in lubricants.
- 10** The direct shaft drive means freedom from belt troubles.
- 11** Wringer can be entirely disassembled in five seconds, without loosening a single bolt or nut.
- 12** An automatic safety switch for perfect safety.
- 13** Frame work pressed from heavy steel—strong and rigid.
- 14** The moving parts ride on finely-adjusted ball bearings.
- 15** Finished in permanent silver gray enamel—a beautiful machine.
- 16** Weighs less than any washer of its capacity, yet has strength to spare in every part.

nysuds

AND WRINGER

Kilowatt-Cooked Food

for *Electrical Merchandising's* Staff



THE McGraw-Hill Publishing Company, Inc., publishers of *Electrical Merchandising* and fifteen other trade, engineering, and industrial periodicals, has recently installed for its employees a restaurant which utilizes electricity for every function in the preparation and serving of food.



AS ILLUSTRATED, the coffee urns, pastry ovens, soup kettle, range and serving tables are all electrically heated. One of several electrical refrigerators is shown and another cooling operation illustrated: that of cooling cooks and customers with electric fans.



Financing Time Payment Sales

(Continued from page 99)

poor security and increase the risk of the finance company. The dealer should verify the contracts after the sale is made, as fraudulent paper has proven to be one of the principal credit hazards for the finance company. The value of the contracts is also reduced if the dealer takes an unreasonably small down payment or offers terms of too long duration.

(c) Follow up collections efficiently.

There has been considerable improvement made within the last five years and most dealers today realize the value of handling collections properly. There remains, however, a large number of dealers whose primary interest lies in making sales, with the result that little or no attention is paid to collections. A recent audit of the contracts of an Indiana dealer seeking credit, revealed the following:

48 per cent prompt.

32 per cent slow—30 to 90 days delinquent.

20 per cent bad—over 90 days delinquent.

This dealer was an excellent salesman but let slide the collection end of his business. Fortunately, most audits reveal better collection methods than shown by this particular dealer.

Reasonable Reserve

(d) Permit the finance company to withhold a reasonable proportion of the purchase price as a reserve which may be used, first, to offset any depreciation in the value of the contracts, and second, to cover expenses incurred when it is necessary for the finance company to collect the contracts direct after a dealer has discontinued business.

The dealer cannot rightfully insist upon any reduction in financing rates as long as he demands that the finance company advance not only the actual investment which is made in the contract but also the greater bulk of his gross profit. The dealer does not expect a loan on improved real estate in excess of 50 per cent or 60 per cent of its value, or he would not expect to borrow from a bank on high grade collateral, such as listed stocks and bonds, more than 80 per cent or 85 per cent of their value. In all reasonableness, then, the dealer should not expect to receive immediately 90 per cent on his

installment contracts. An increase in the reserve from 10 per cent to either 15 per cent or 20 per cent is one of the pre-requisites for lower finance charges.

There are other ways in which the dealer can co-operate with the finance company in the reduction of expenses other than those of a credit nature. If the dealer wishes to remit payments to the finance company on a "collection basis," that is, as he receives the payments from the customers, it is necessary for the finance company to set up a ledger account for each individual account. Handling collections in this manner means approximately 1,100 bookkeeping entries annually for the finance company on a dealer's account which has outstanding an average of \$5,000 during the year.

"Schedule Basis" Saves Bookkeeping

If, on the other hand, the dealer remits on what is generally known as a "schedule basis," that is, if he agrees to pay on certain days each month an amount equivalent to the anticipated collections, it is not necessary for the finance company to keep a record of the individual contracts, but to make out only one ledger card for the entire schedule of contracts. If the dealer pays on this basis he is entitled to a considerably lower rate than the dealer who remits on a collection basis.

Attempts at standardization of the methods of handling the purchase of contracts, the reporting of collections, the handling of reserve, etc., by the finance company have not been as successful as they should because the dealers would often demand that their account be handled in a somewhat different manner than the others. Such a change may be on the face insignificant, such as changing the date on which remittances

are made, and may have given only a slight advantage to the dealer, but causes a great deal of additional expense to the finance company.

If you have ever tried to buy a Ford car with some slight change in the chassis or design, you will learn the value of standardization in manufacturing plants. It is probable that Ford would not make a slight change even though he was offered many times the price of an ordinary car. Filene, the Boston merchant, and most other authorities believe that the standardization which has been introduced to a certain extent in our manufacturing industries will also be carried over to the merchandising and commercial phases of our business.

Although the finance plan from a clerical viewpoint can be and should be standardized, the charges to the different dealers may vary more in the future than at present. Such variations are only logical. Should not the dealer who is a better credit risk and handles his accounts in a satisfactory manner, permitting a larger reserve, get a lower rate than the more hazardous and less satisfactory account? Most finance companies have had one rate based on the average account. Thus the dealer above that average was paying more than he should, or, in other words, paying part of the finance charge for his competitors. The dealer below the average was paying less than the actual cost of handling his account. Because it is likely to result in dissatisfaction on the part of a dealer if he finds out that he is being charged a higher rate than some other dealer doing business with the same finance company (although the discrimination is justified by the difference in the two accounts), it is difficult for one finance company to have more than one set of rates.

In the final analysis, finance companies' charges cannot be reduced by asking them to cut profits because competition has already reduced charges to the point that the finance companies are earning only a reasonable amount on the capital invested. Charges can, however, be pro-rated more fairly, and those dealers who co-operate with the finance companies, such as making clean sales, watching collections closely, furnishing frequent statements, and permitting a reasonable reserve, will be able to finance their contracts at considerably lower rates than generally charged at present.

Dealers Can Reduce Cost of Financing

If they will

1.—Install or maintain modern accounting methods.

2.—Improve the condition of the instalment contract which is sold to the finance company.

3.—Follow up collections efficiently.

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes with C. L. Eidlitz,
Chairman, New York Electrical
Board of Trade, that:

"Good will is the direct descendant of being decent. Good will comes only to those who deserve it, and as long as they deserve it, and it will remain no longer than that. Good will is the respect you have earned and the confidence you command. It will bring a customer several blocks out of his way to do business with you. It works just as well in rainy weather as in fine weather. It is the answer to good service."

No Clouds Anywhere in Sight

THE prophets of economic weather conditions appear about ready to withdraw their earlier predictions that the second half of 1926 would be a period of declining business. Certainly, the general activity of the year thus far has been exceptional in volume and soundness. And no signs have anywhere materialized that there is going to be any diminishing of the present full swing of prosperity.

A bright outlook is ahead for fall business, in the general field and particularly in the electrical industry. With the world at large optimistic and spending freely, and the electrical consciousness of the public rapidly developing, the electrical man may count on good business right on into 1927.

Things that the Public Wants in Hot Weather

FOR years, every electrical business man has thought of summer as his inevitable slack season. Many of the articles sold in electric shops, it is true, do move slowly during the heated period.

But on the other hand, the electrical business is rapidly developing a group of specialty devices which made their chief bid to the public taste during these very summer months. The refrigerator, of course leads the list. Its phenomenal growth during the present year is prophetic of the volume which may be counted upon for next season and years to come. Then there is the electric fan, with us far more than a quarter of a century, but yet not finding a place in a fraction of the homes to whose comfort it should be ministering. And cooking devices that make summer housekeeping an affair of coolness and comfort. And the laundry devices which insure a supply of clean, fresh linen.

With such a list of hot-weather leaders, the drive of consistent selling effort may in future be expected to turn the summer valley into a veritable summer peak.

Lighting Equipment Association Program Merits Industry Support

THE Artistic Lighting Equipment Association is the new name chosen for the reinvigorated National Council of Lighting Fixture Manufacturers. At the convention in Montreal recently, when this name was adopted, the new managing director presented a constructive and comprehensive program which provides for a four-year program of industry development. Although the attendance at this convention was numerically small, the men who were there stood for the most progressive and responsible elements of the lighting fixture field.

The four-year program and the activities of the association are important to every man in the electrical industry. One major purpose of this program is to increase public appreciation of quality in lighting fixtures especially in the direction of artistic design. This dignified and worthy aim will have its effect on the public and their re-action to things electrical, far beyond the immediate objective.

For this, and for the reason that it is in many other ways constructive it should have the active support of every manufacturer in the fixture and allied trades, and the enthusiastic co-operation of every electrical man whether or not he is directly interested in fixtures.

Radio's Goal of Lamp-Socket Operation

FROM the radio field comes news of renewed activity in the effort to solve the problem of lamp-socket operation of receiving sets by methods simpler and involving less first cost than those now on the market. When it is recalled that some of the present 110-volt receivers consume 200 watts, or more, of electrical energy in order to deliver 1 to 2 watts of sound energy, the possibilities for more efficient lamp-socket radios are evident.

Many manufacturers and many inventors are hard at work on the problem and by late Fall it is understood that a number of new outfits will be ready for battery-less operation—"Simply plug in at the nearest convenience outlet." With radio thus nearing its goal of 110-volt supply, every electrical merchandiser will want to be *thinking of radio on its 1926 merits*, regardless of any earlier experience he may have suffered in the infancy of the art.

Load Up Your Existing Facilities

IN LAYING plans for the business that will be done this Fall and Winter, the electrical merchandiser must not lose sight of the fact that in turn-over lies his chance for multiplying his net or turning loss into profit. A single turnover, indeed, can make all the difference between black and red-ink totals on his ledger.

The question is one of *loading existing facilities* with all the business that they can carry. For up to a certain point, it is *usually possible to do additional volume with whatever equipment the dealer already has*, at but little increase in expenses. As most retail electrical businesses are now set up, one or two extra turns can invariably be handled with the same store space, with the same sales force, with the same delivery equipment, and with the same heat, light and insurance.

What *Electrical Merchandising's* Readers Say—

Should Floor Layouts Be Added to Red Seal Plan?

Editor, *Electrical Merchandising*:

Since the inauguration of the Red Seal idea I have inspected a number of homes wired according to the prescribed specifications and have talked to owners of these new homes.

My observations have led me to believe that we should carry the idea a step further by providing plans suggesting various floor layouts for the electrical apparatus to be installed in an electrical home.

I noticed three homes so wired that it was impossible to place washers, ironers, refrigerators, fans and other kitchen appliances without using long and unsightly extension cords, projecting two way branches and other makeshifts indicating a lack of forethought. In one home the housekeeper informed me that she would not install an electric refrigerator because the cord would necessarily be extended up a wall, across the ceiling and down a wall to the refrigerator location.

Electrical apparatus cannot be sold into homes where there is no place for them.

Electrical homes designed along the lines of old time fuel stove and washboard homes remind me of the early efforts of automotive transportation engineers who installed a motor in a surry and thought they had an automobile.

Why would not a series of articles showing various convenient layouts for

various priced homes be well worth space in your valuable publication?

I can visualize a home laid out by domestic science engineers providing a place for all the modern electrical conveniences the present day woman desires. We seem to be lacking in such information.

Wiring layouts, in my opinion, are secondary to the proper placing of ranges, water heaters, fans, dishwashers, mixing bowls, refrigerators, washers, ironers, and other household conveniences of this day and electrical age.

The medium-priced home with the laundry adjoining the screen porch, convenient to the kitchen and all laid out on one floor, is the field of future sales possibilities for electrical merchandising.

Has anything along this line ever been done? If so, it has escaped my search for such information.

Yours very truly,

SYDNEY W. GREEN.

San Joaquin Light & Power Company,
Fresno, Cal.

Departmentizing the Business

I have read with a great deal of interest indeed the article which appeared in a recent issue of your valuable magazine, *Electrical Merchandising*, explaining the method which an electrical contractor dealer in Akron, Ohio, used to departmentize his business. This article was of particular interest to me because I, too, employ the same method of segregating my receipts and ex-

penses. I think I use the same kind of office machine equipment to accomplish this purpose. My machine has the following five department subjects:

Washers, vacuum cleaners, radio, miscellaneous (incandescent bulbs and supplies), and repairs.

Every morning the stenographer and bookkeeper enters on the Day Book the totals by department of the preceding day's transactions. Thus, when I come down to work, there awaits me on my desk the story of the preceding day's transaction as follows:

Sales by departments, total receipts, charge backs, and received on account. I make it a point to compare daily, weekly and monthly the account receivable items. I also compare this item with my purchases for a corresponding period. My monthly balance sheet tells me the cost of doing business by departments and my margin of sales profit. I consider the following as the key accounts to be closely watched: sales by departments; purchases by departments; inventory by departments.

While I do not make quite as fine an analysis of departmental expenses as our friend in Akron, Ohio, I do find that breaking down receipts and expenses by this method gives a merchant a daily and weekly knowledge of the progress of his business, which is invaluable in making decisions as to future purchases and policies.

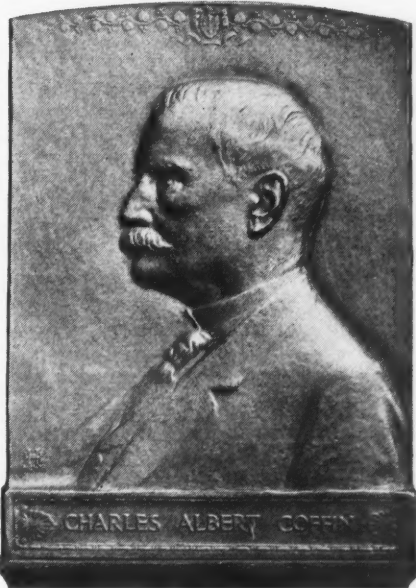
It seems to me that articles, such as the one I refer to, are exactly what the trade needs.

O. W. SCHAFFNER COMPANY.
South Bend, Indiana.

A Pioneer of Electrical Development

IN THE death of Charles A. Coffin on July 14, the electrical industry mourns the passing of the man who, before all others, energized and influenced the bringing of electricity into the home, the workshop and the activities of everyday life.

It was back in the early eighties that Mr. Coffin first saw and urged the importance of putting electricity to work everywhere to supplant human labor, whether of man, woman or child. From then on, throughout his long career, he worked indefatigably to drive forward to accomplishment his vision of



a truly-electrified America. Even at eighty-one, just before his death, he still had the zeal and fire of the enthusiast when two editors of *Electrical Merchandising* called to discuss with him plans for stimulating the more complete electrical equipment of homes—a subject close to his heart.

Mr. Coffin was the pioneer spirit of electrical development. To his memory, every man in our business owes a debt of gratitude for the heritage that is ours because he saw far and labored unsparingly.

The Editors,
Electrical Merchandising.

CODE

Questions and Answers

Maximum Watts and Outlets per Circuit

QUESTION: *What would be the maximum number of watts per circuit you would recommend for lighting, also the maximum number of outlets per circuit for lighting, also the maximum number of sockets for show window lighting, also the maximum size of fuse for branch lighting circuits?*

ANSWER: The Code permits, on a branch lighting circuit, any load which can be carried by a 15-amp. fuse. Personally, the writer would recommend 1,000 watts as the load for branch lighting circuits. The Code permits not more than twelve outlets on a branch lighting circuit. In ordinary household lighting, it will be found that twelve outlets usually results in a load of around 1,000 watts. The writer would, therefore, recommend twelve outlets per circuit.

Show Window Loads Vary

For show window lighting, it is difficult to recommend any specific number of sockets per circuit. The character of show window lighting varies to a considerable extent and may vary in the load per socket from a ten watt lamp, such as is frequently used in studded lighting around the window, to 500 watts per socket where flood lighting is used. As a general rule, show-window lighting should be limited by wattage rather than by sockets and the writer would not recommend a circuit that could not be carried on a 15-amp. fuse. Show windows generally contain combustible material and frequently highly inflammable material and it is better to have not larger than a 15-amp. fuse back of the circuits in the window.

The Code limits the fuse for a branch lighting circuit to not more than 15 amp., and this size fuse is quite generally used.

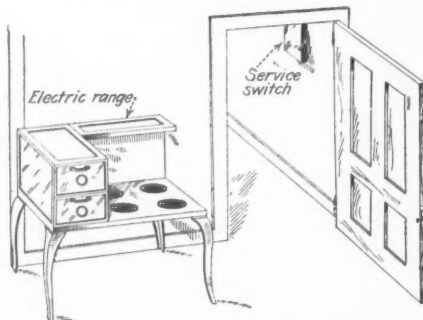
Locating Master Switch on Range Installation

QUESTION: *With reference to your interpretation of the 1925 Code, in which you state that the master switch on ranges may be placed elsewhere than within sight of the range. On reading paragraph 1602, section 2, of the 1925 Code, the wording is to the effect that this switch must be readily accessible, hence I do not understand why it may be placed elsewhere.*

ANSWER: Rule 1602, e, of the 1925 Code reads: "Each complete electri-

cally heated appliance whether containing one or more heating elements, which is of more than 1,320-watts total capacity, shall be supplied by a separate branch circuit and shall be controlled by an indicating switch . . . readily accessible, which switch shall disconnect all ungrounded wires supplying the appliance." In the 1923 edition of the Code, the words "located within sight of the appliance and" appeared where the stars (*) are shown in the 1925 rule quoted above.

Readily Accessible Switch



In a residence, the building service switch, which is generally readily accessible, may be considered as controlling the heater.

The intent and effect of the omission of these words in the 1925 Code was to so modify the rule that the switch was not required to "be within sight of the appliance." There must, however, be some switch "readily accessible" that will disconnect all ungrounded wires.

In a residence, for instance, the building service switch, which is generally readily accessible, may be considered as controlling the heater.

DISCUSSION of wiring and construction problems—Nationally-known inspection authority answers queries of *Electrical Merchandising's* readers.

Convenience Outlets in Floors

QUESTION: *I would like to ask whether inspectors generally are permitting the use of standard convenience outlets in the center of dining room floors. In this territory a special waterproof outlet is required. I have heard that some relaxation of the rule was being generally promoted so that ordinary flush outlets could be used. What are the facts?*

ANSWER: The question raised here is answered in Rules 701 j and 1404 n. Rule 701 j, last sentence, reads: "Floor outlet boxes shall be so designed as to protect receptacles and attachment plugs from mechanical injury and moisture." Rule 1404 n, reads: "Attachment plugs and receptacles located in floors shall be enclosed in approved metal boxes especially designed for the purpose. Where the location is free from mechanical injury or moisture, a departure from this requirement may be permitted by the inspection department."

The last sentence of the rule just quoted has been in the Code for a number of years. This rule was intended to authorize inspection departments to accept floor boxes and receptacles of the ordinary type when the inspection department was convinced that in any particular location the boxes and receptacles would be free from mechanical injury or moisture.

For Fireproof Buildings

The ordinary floor outlet box is a substantial device of rugged construction and generally of cast iron. Most of the devices are provided with adjustable tops which can be sealed in place. These boxes are particularly designed for use in fireproof buildings, the lower portion of the box being installed when the rough work of the building is done and the upper part of the box is then so installed as to be flush with the finished floor. These boxes are of necessity designed to withstand the rough handling during installation and to prevent the entrance of moisture as they are generally used on floors which are scrubbed.

It has been realized that in ordinary residence construction there were many locations where a floor box of the type described above was unwarranted and the rule was accordingly modified.

Electrical Merchandising, August, 1926

Many inspection departments accept under proper conditions floor outlets with the ordinary outlet box and standard type receptacles. This type of outlet is usually permitted only in residences or apartments of frame construction and on hardwood, waxed, varnished or carpeted floors and in locations where the device does not come in the path of ordinary travel, as under a dining room table. They would not ordinarily be accepted in the floor along a side wall or in any other location where standard receptacles in the side walls would serve the purpose.

Their approval is generally confined to locations in the center of a room where the receptacle will be under a table. In such locations, a receptacle is not generally subjected to rough usage nor to moisture. Varnished or waxed floors in a residence are not usually cleaned by scrubbing and the presence of moisture is not therefore very likely.

For floor outlets of this type it is much more satisfactory to use a receptacle which can be closed when the attachment plug is removed. The attachment plug is generally removed during cleaning so that where a receptacle of the open type is used, dirt, dust or metallic objects are liable to enter the receptacle.

New Motor Complies with Code Rules

QUESTION: *There is a new type motor being used which is started without an auto-starter. This motor has a double winding of some kind on the armature which, it is claimed, reduces the starting current. Does this type of motor comply with the Code rules?*

ANSWER: The questioner probably refers to the type of a.c. motor which has recently been introduced on the market and varies somewhat from the general type of a.c. motor. The rotor of this motor has two separate sets of conductors, one lying near the surface and of rather high resistance and another set of conductors lying somewhat below the surface of the rotor and of comparatively low resistance.

When the motor starts, current is set up in the outer, high-resistance winding, but as the rotor comes up to speed, due to the electrical characteristics peculiar to the special design, current flows in the lower, low resistance winding. The starting effect is, therefore, similar to that of the ordinary wound rotor with slip rings and external starting resistance. The claim is made that motors of this type have a starting current quite similar to that of wound rotors and do not therefore require auto-starters.

No Auto-Starters on Alternating Current

The Code contains no rule requiring the use of auto-starters for the starting of a.c. motors. Where such rules are in effect they have probably been issued by the local inspection authorities or by the local utility. Motors of the type described are, however, effected by rule 809 b 1, which requires that a.c. motors, if protected by fuses, shall have fuses of a capacity not ex-

ceeding 125 per cent of the motor name plate rating. The ordinary induction motor, started by an auto-starter, usually requires in starting, a current which cannot be carried by a fuse of 125 per cent of the normal rating of the motor, so that starting and running fuses must be provided. The claim is made that the special type of motor described above will start on a fuse of 125 per cent of the normal rating of the motor so, that with this type of motor, if acceptable to the utility company, neither auto-starters or starting fuses are required.

Outlet Box Installation

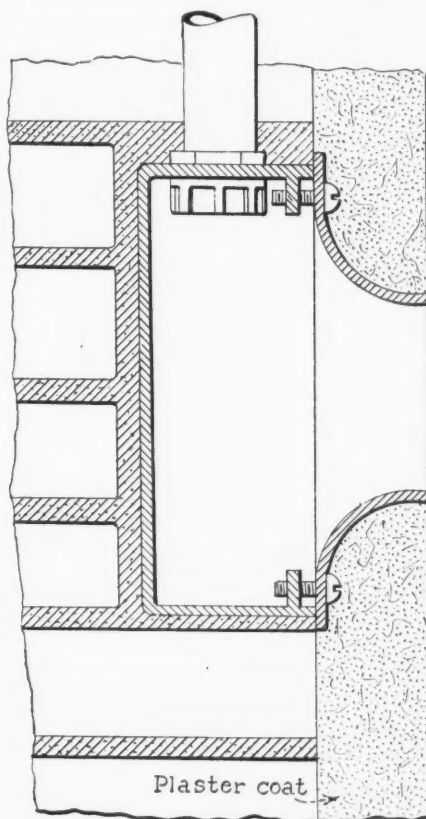


Diagram of outlet box in brick or tile wall. It is general practice to use a four-inch box in this type of construction.

Four-Inch Outlet Box in Brick and Cement Walls

QUESTION: *Advise if you could recommend a four-inch square outlet box and cover for brick, tile, and concrete walls, where switches and receptacles are used instead of a Gem box.*

ANSWER: For outlet boxes in brick, tile or concrete walls it is general practice to use a four inch box with a switch cover. In the case of brick or tile walls the outlet box with its switch cover is so installed that the switch cover projects beyond the wall to a point where the face of the switch cover will come flush with the finished plaster line.

In the case of concrete walls any one of several methods may be used. If the concrete wall is to remain unfin-

ished a four-inch box with a switch cover is fastened to the wood form so that the face of the switch cover will come flush with the finished surface of the concrete. If the wall is to be plastered, the four-inch square box without switch cover can be fastened to the form with the open face of the box against the form. After the form is removed a shallow switch cover is attached to the outlet box. This cover is of just sufficient depth so that the face will come flush with the finished plaster coat. Another method consists of fastening a four-inch box to the wood form with a switch cover attached to the box. The wood of the form is cut out a sufficient depth to bring the face of the switch cover flush with the finished plaster line. Where boxes are used in concrete it is customary to pack the box with paper so the wet concrete will not enter.

Gem boxes are not ordinarily used for this class of work. There is very little space left in the box after a switch or receptacle has been installed and the fact that there is only one knockout in the top of the box make this type of box impracticable for this purpose.

BX in Brick and Tile Walls

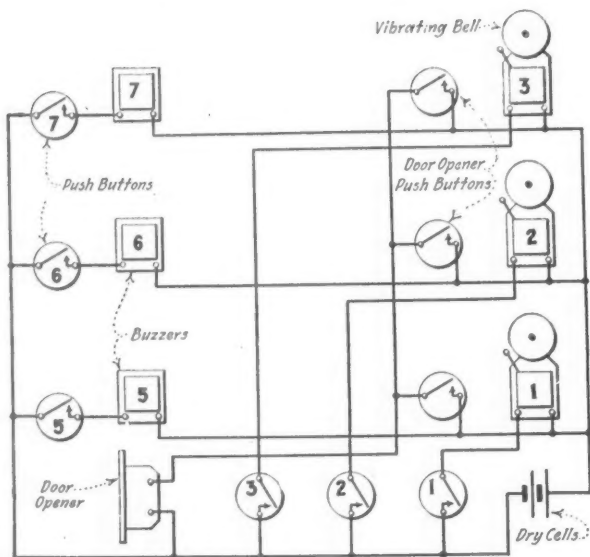
QUESTION: *Do you think it good practice to put BX in brick and tile walls?*

ANSWER: Rule 505 d of the National Electrical Code reads: "A lead sheath shall be interposed between the outer braid and the steel armor where cable is installed in so-called fireproof buildings in course of construction or in such buildings when completed if the cable will be exposed to moisture, or where the cable is exposed to the weather, or in breweries, stables or other damp places; provided, however, that the lead sheath shall not be required if the cable is laid against a brick wall or laid within an ordinary plaster wall, unless these walls are continuously damp." It will also be noted that in rule 505 b, for extensions in fireproof buildings, armored cable "may be laid on the face of the fireproofing and may be plastered over."

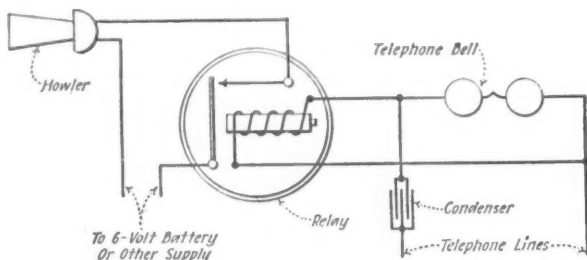
Cable in Brick and Plaster Walls

The latter part of rule 505 d, quoted above, implies that the ordinary armored cable may "be laid against a brick wall or laid within an ordinary plaster wall," and this is quite general practice. Brick walls are sometimes furred out and lathed and plastered but in many cases the plaster coat is laid directly on the brick work. Where it is necessary to come down such a wall to reach an outlet, the armored cable will, in the first instance, lay against the brick wall but in the second case the brick is channeled out and the armored cable laid in the opening and plastered over. These instances are usually considered as in conformity to the rule even though the wall may be an outside brick wall. In this case, it is not considered as being "continuously damp."

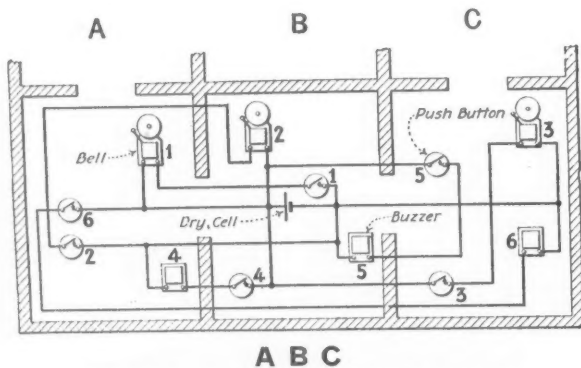
Signal Wiring Circuits



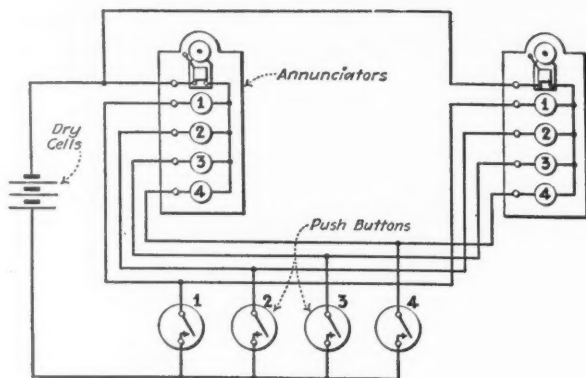
Wiring connections for an apartment signal system having entrance and hall bell signals as well as door-lock system. The push buttons operating the buzzers are located at the entrances to the apartments on the various floors. The bells indicate a signal from the main entrance. Each apartment is also provided with a push button to operate the door lock.



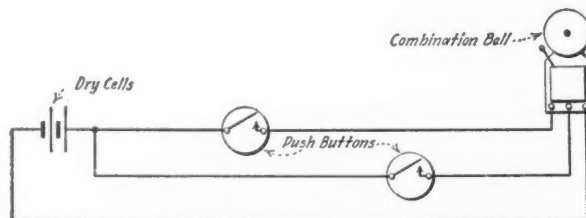
Method of connecting a signal horn to a telephone line, for operation on a local battery through a relay.



Bell and buzzer circuit connection for sending signals from any one of three rooms to any of the other rooms in such a manner as to indicate from whence the signal came. For example, by pressing button 2 in room A, a signal will be sounded by bell 2 in room B. By pressing button 6 in room A, buzzer 6 in room C will be sounded. In room B, by pressing button 1, bell 1 in room A will be sounded and by pressing button 4 in room B, buzzer 4 in room A will be sounded.



Wiring diagram of two annunciators in parallel. This is a preferable system to the series connections.



A combination bell circuit so wired that the same bell can be made to operate either vibrating or single-stroke. By pressing one button, the bell operates as a vibrating type bell while the other button operates the bell as a single-stroke type bell. The center connection may be tapped on the magnet side of the contact points.

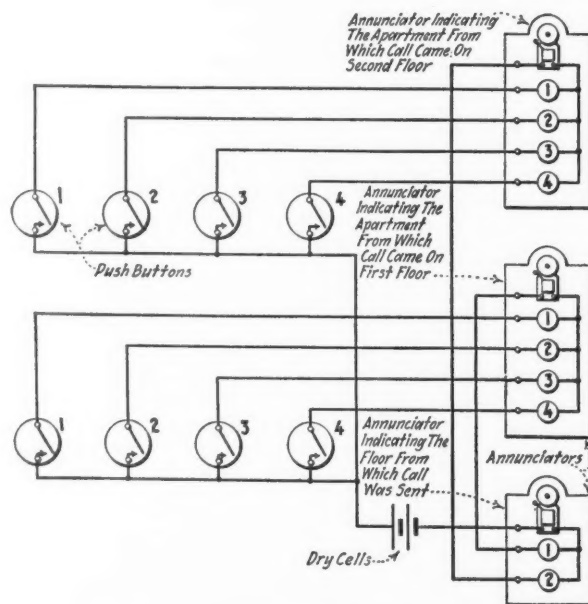


Diagram of an annunciator system which indicates room and floor numbers. An annunciator is located on each floor and one is located in the janitor's quarters in the basement. When a call is sent from an apartment for the janitor, the annunciator in the janitor's quarters indicates the floor from which the call came. The janitor then goes to the annunciator on the floor from which the call came and notes from which apartment the call was sent.

from the New McGraw-Hill Book—
 "Signal Wiring," by Terrell Croft

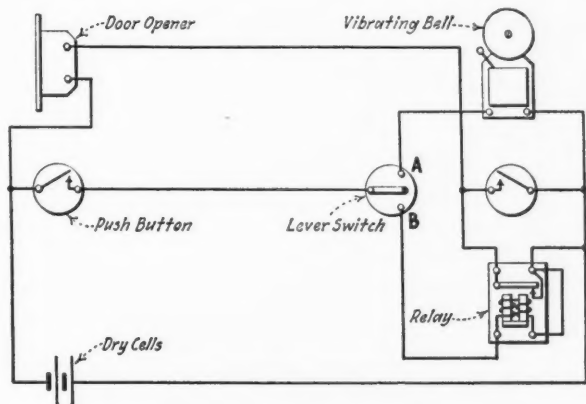
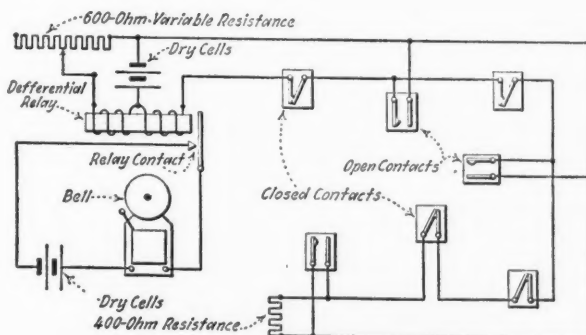
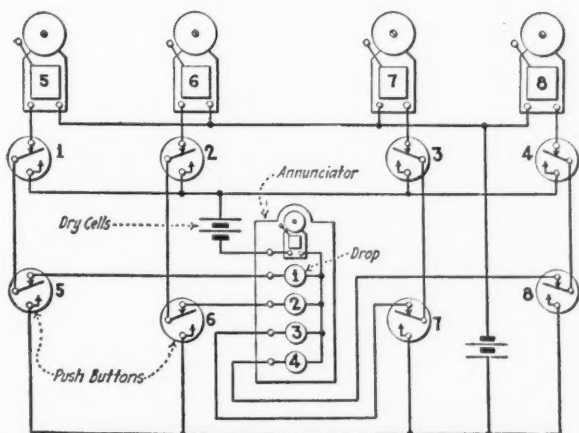


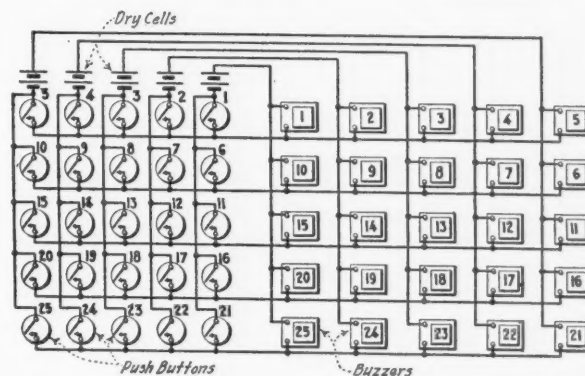
Diagram of a bell and door-lock system. This system employs a two-point lever switch and is so connected that when the lever is in position *A* the ordinary bell and door-lock system will be in operation. When the lever is in position *B*, the door lock can be operated from either pushbutton. In a latter position the occupant can enter the apartment without a key, *A* relay is used in this system.



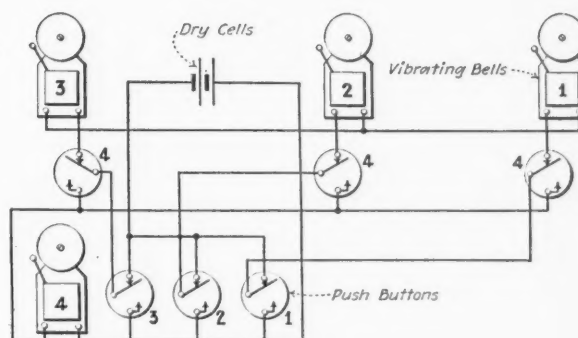
A burglar-alarm system designed to confuse an expert. The alarm sounds if the circuit is opened, is closed or if the resistance is varied. The main feature is the relay, which may be a reconstructed telegraph relay. The windings of the two magnets should be connected so that they produce opposite magnetic forces. The end of one of the windings is connected to a variable resistance and the other side to a battery. The second winding has its circuit completed through the alarm circuit in series with a resistance. When the system is properly adjusted, a very sensitive burglar-alarm system results.



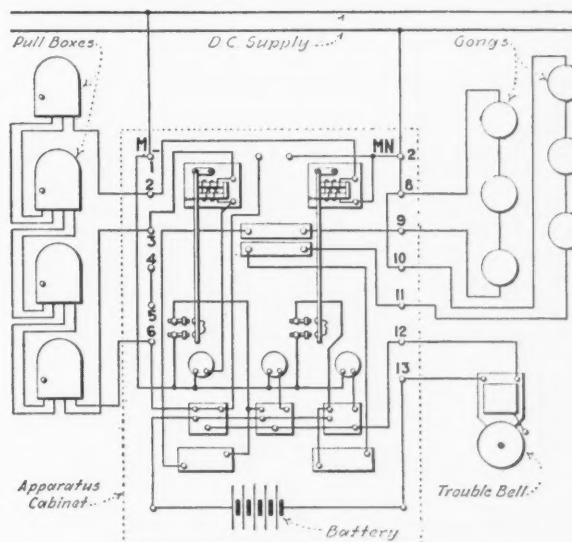
Return-call annunciator system, using double-contact buttons, with two sources of current.



Operating 25 bells and 25 push buttons with ten wires. Five sets of batteries are required.



An extensive return-call bell system using double-contact push buttons.



Wiring diagram of a pre-signal electrically-supervised closed-circuit code-ringing fire-alarm system, suitable for hotels or apartment houses. It derives current from a storage battery, but may be equipped to use 110-volt direct-current from a lighting circuit. There is a constant flow of current through the bells and pull boxes, but not enough to operate the system. When a box is pulled, the resistance in the circuit is cut out and the gongs are connected directly across the 110-volt mains during the instant the box circuit is open. By a separate make-and-break system for each box, a code is established, the mechanism alternately opening and closing the circuit. When one box is pulled the operation of another box will not interfere, but will sound in succession, a jumbled signal being impossible.

Non-Metallic Sheathed Cable Rules

BY VICTOR H. TOUSLEY

The subject of non-metallic sheathed cable has been under discussion for a period of some two or three years. At the February, 1925, meeting of the Electrical Committee of the N.F.P.A., action was taken instructing the sub-committee on Article V to draft rules for the installation of this new wiring material and requesting the Underwriters' Laboratories to draw up tentative specifications for the construction of the material. In April, 1925, tentative specifications were drawn up and ratified by the Electrical Council of the Laboratories.

The Electrical Committee at its February, 1926, meeting adopted, by a two-thirds vote, rules for the installation of non-metallic sheathed cable and at the May, 1926, meeting of the National Fire Protection Association, these rules were approved. The Electrical Council of the Underwriters' Laboratories at a meeting in May, 1926, unanimously adopted specifications covering the construction of non-metallic sheathed cable.

The installation rules were submitted by the N.F.P.A. to the American Engineering Standards Committee for approval as an American standard and at a meeting of the American Engineering Standards Committee held in June, 1926, the

rules were referred back to the N.F.P.A. with the request that an attempt be made to secure a more general agreement prior to the September, 1926, meeting of the A.E.S.C.

At a meeting of the executive committee of the N.F.P.A. held on June 29, it was decided that "the executive committee of the N.F.P.A. is without authority to revise the action of the Association taken at its annual meeting in May."

The subject will, in all probability, again come before the American Engineering Standards Committee at its September meeting.

In the resolution adopted at the June meeting of the A.E.S.C., it was agreed that "the sponsor (the N.F.P.A.) may, on its own responsibility, issue the present form as a tentative version for field application, but subject to further consideration and possible revision."

Rule 507 on Non-Metallic Sheathed Cable as adopted by the Electrical Committee follows:

507. Non-Metallic Sheathed Cable. (New Section.)

a. Non-metallic sheathed cables shall be of approved types and of two or three conductor assemblies in sizes Nos. 14 to 8, inclusive.

b. Non-metallic sheathed cables shall be used only in dry locations and where the maximum difference of potential between the conductor does not exceed 300 volts. It shall not be used in stables, laundries, or chemical works, nor in other places where dampness is liable to be present. It shall not be

placed or buried in plaster, cement or similar finish.

c. Non-metallic sheathed cable shall be installed in continuous lengths without tape or splice between approved outlet boxes or plates to which it shall be securely fastened with approved fittings.

It is recommended that for all side-walls and partition outlets in concealed work in new buildings under construction outlet boxes having a depth of approximately 1½ inches be provided.

d. All bends shall be so made and other handling shall be such that the non-metallic coverings of the cable will not be injured.

e. Non-metallic sheathed cable, when used in open exposed wiring, shall be so installed that the following conditions are obtained.

1. When mounted directly upon surfaces of woodwork, plaster, cement, brick or other building finish, it shall be secured between outlets with approved fastenings spaced at intervals not exceeding 4 feet.

2. It shall not be placed in elevator shafts.

3. If exposed to mechanical injury it shall be suitably protected by running boards not less than ½ inch in thickness and 2 inches in width or by guard strips placed on each side of and close to the cable not less than ¾ inch in thickness and at least as high as the major diameter of the cable.

Protection may also be secured by resorting to another method of wiring such as approved conduit or armored cable. This is desirable when crossing floor timbers.

4. Vertical runs exposed to mechanical injury shall be protected by a substantial boxing extending upward to a point not less than 7 feet above the floor. A sleeve or metal pipe may be substituted for the boxing, in which case all wires of a circuit shall be contained in a single pipe if alternating current is used.

5. In attics and accessible roof spaces it shall be considered as exposed to mechanical injury if run on the upper edges of joists and shall be protected as specified in paragraph 3 above.

f. When non-metallic sheathed cable is used for concealed wiring, it shall be secured between outlets by approved fastenings spaced at intervals not exceeding four feet or by other practicable means which will provide for the entire system being securely fastened in place.

g. Where it is impracticable in concealed wiring to provide the supports specified in the preceding paragraph, runs of non-metallic sheathed cables may be fished between the outlet boxes or plates specified in paragraph c.

h. When either in exposed or in concealed wiring, non-metallic sheathed cable is run through holes in the studs of partitions, in floor joists or in similar structural members of wood, the holes shall be located at the approximate center of studs and not less than 2 inches from the nearest edge of joists or other members.

i. When non-metallic sheathed cable is installed in conduit, the provisions of Section 503 of this article shall apply.

Chart Helps in Calculating Voltage Drop

Volt LOSS	#14 15A	#12 20A	#10 25A	#8 35A	#6 50A	#4 70A	#3 80A	#2 90A	#1 100A	#0 125A	#00 150A	#000 175A	#0000 225A	#00000 250A	#000000 300A	#0000000 350A	#00000000 400A	#000000000 500A	#0000000000 600A	#00000000000 700A	#000000000000 800A	#0000000000000 900A	#00000000000000 1000A	#000000000000000 1500A	#0000000000000000 2000A
1.0	13	15	19	21	23	27	30	33	36	38	40	43	42	44	49	52	55	57	61	64	66	68	70	80	87
1.5	19	23	29	33	36	41	46	50	59	59	62	66	64	67	75	80	84	88	93	97	100	105	108	123	133
2.0	25	31	39	44	48	52	61	70	78	78	82	88	85	90	100	105	112	117	125	130	133	138	143	163	175
2.5	32	39	49	52	60	70	76	86	100	100	105	110	108	102	125	134	140	146	155	160	167	173	176	205	220
3.0	38	47	59	63	72	82	92	105	120	120	125	132	128	135	150	160	170	175	185	195	200	206	215	245	265
3.5	45	52	69	76	85	98	108	120	136	136	145	155	150	155	175	185	195	200	215	225	230	240	245	285	305
4.0	50	62	79	90	98	112	124	140	156	156	165	175	170	180	200	210	222	230	245	255	265	275	280	325	350
4.5	58	71	89	100	110	125	138	155	175	175	185	195	190	200	225	235	250	260	275	285	295	310	315	365	395
5.0	64	80	100	110	120	140	155	175	195	195	205	220	212	220	250	265	280	290	310	320	330	345	350	410	445
6.0	76	96	118	132	145	168	184	210	235	235	245	260	252	265	300	315	330	345	370	385	400	415	425	490	530
7.0	90	110	138	154	170	195	215	240	270	270	285	305	295	310	345	365	390	400	430	450	465	485	495	570	620
8.0	102	126	156	175	195	220	245	275	310	310	325	350	336	355	400	420	450	465	490	515	530	550	565	660	710
9.0	115	141	176	195	220	250	275	310	350	350	365	390	380	400	450	470	500	510	560	580	600	625	640	740	800
10.0	128	156	195	220	240	280	305	345	390	390	405	440	420	445	500	530	560	580	620	650	670	700	710	820	890

A convenient table which has been wire sizes and amperage, the left worked out by E. E. Browne, of San Francisco, to give him the maximum main body of the table the distances distance (one way) over which a given in feet. The minimum wire size is current may be carried with a given that required by the National Electric-volt loss. The upper headings give cal Code.

"DEALER HELPS" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

Floor Lamp Premium in Farm Plant Campaign

To help the sale of farm light plants during the normally dull spring and early summer months the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has prepared a campaign the details of which are carefully set down in a large prospectus called "Keep the Factory Busy."

The duration of the campaign, as worked out by the company, is one month. The offer to the customer during the campaign period includes a standard installation of any model Westinghouse light plant for which the customer pays the regular price of the gift of an electric floor lamp furnished free by the company and the acceptance of the special offer under regular terms of the WAC deferred payment plan.

Full details of the plan, together with actual samples of mailing pieces, letters, return cards, and other material prepared to help the dealer carry on the campaign are contained in the prospectus.

The Hart & Hegeman Manufacturing Company, Hartford, Conn., is issuing a new general catalog "S" which shows the company's complete wiring device line up to date. Many new lines have been added since publication of the last catalog and many additions to standard lines are also listed.

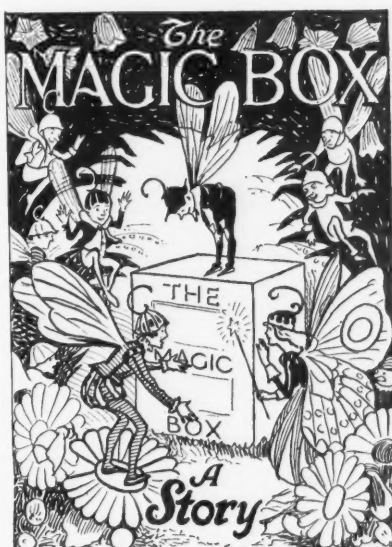
The Beverly Lights Corporation, 101 Sabin Street, Providence, R. I., has a new catalog on its "Casa Blanca" line of fixtures. Full-page illustrations show in detail the design of the various fixtures comprising the line. "Casa Blanca" is a Spanish word meaning "white house," it is explained in the catalog, or literally a "lighted house."

"Office Lighting" is the title of another new booklet issued by the National Lamp Works. In this booklet, it is explained, the fundamental requirements of office lighting are pointed out and pictures are shown of offices whose actual worth is increased by good illumination. Detailed recommendations on office lighting are also included.

The Millers Falls Company, Millers Falls, Mass., has an attractive display stand for its new $\frac{1}{2}$ -in. electric drill. The stand is made of metal, finished in four colors.

The U. T. Hungerford Brass & Copper Company, Lafayette, White and Franklin Streets, New York City, has issued a new general catalog on its brass, copper and bronze sheets, tubes, rods, wire, rivets, nails, etc., in stock and ready to ship. This is a 63-page catalog, printed in color, with attractive gilt-paper cardboard cover.

Electrical Merchandising, August, 1926



A Refrigeration Booklet for Children

The Society for Electrical Development has made available, at a moderate cost to the dealers, a most attractive 16-page booklet on refrigeration. Addressed particularly to children, it has a message and an interest for the whole family. The illustration is of the front cover. The entire book is in four colors.

The B. F. Sturtevant Company, Hyde Park, Boston, Mass., has a new folder on its ventilating fans.

How Public Utilities Advertise

In the 1926 edition of Representative Public Utility Advertisements compiled by the Better Copy Committee of the Public Utilities Advertising Association, five hundred of the most outstanding public utility advertisements have been selected from two thousand qualifying advertisements. This advertisement portfolio is valuable not only as a reference manual for advertising departments and agencies but it is also a splendid handbook for executives to whom campaign and sales plans involving thousands of dollars are brought for final decision. Unable as they are to know the technical details, they can use the portfolio in comparative analyses, the committee explains. At least they can point out to their advertising manager what they want and find many ideas and art suggestions therein.

The portfolio is divided into five sections,—central station, institutional, central station merchandising, gas institutional and merchandising, electric traction and interurban, and telephone. Each classification contains a careful selection of meritorious advertising copy which has proved successful when analyzed as to quality, cost and results. The portfolio measures 11 in. by 17 in. and contains 136 pages. It retails for five dollars plus mailing fee of twenty-five cents and can be obtained from the secretary of the Public Utilities Advertising Association, 72 West Adams Street, Chicago. This is the second collection of advertisements published.



Here is a representative page from over the country, selected from two thousand qualifying advertisements. In this collection that proved successful when analyzed as to quality, cost and results in inquiries and sales.

News of the Electrical Trade

Lighting Equipment Convention at Montreal

The principle of a four-year co-operative advertising and merchandising program was endorsed by the fixture manufacturers at their convention at Montreal, June 24-26. The present situation of over-production and unsatisfactory conditions in the fixture industry will, it is expected, be met and overcome by the association's new program under the leadership of G. P. Rogers, managing director of the Association.

After some discussion, the name adopted for the former National Council of Lighting Fixture Manufacturers is The Artistic Lighting Equipment Association.

The following officers were elected for the ensuing year: President, Fred R. Farmer, Chicago; vice-president, J. W. Schulze, Providence, R. I.; managing director, G. P. Rogers, with H. B. Garrett as his assistant, both of Cleveland.

Chicago Electric Association Organizes to Push Red Seal and Industrial Lighting

Operating with a budget of \$125,000, part of which is subscribed, the Electric Association of Chicago plans aggressively to introduce the Red Seal plan to the electrical fraternity and to the architects and builders of that city early this fall. It will also promote systematically a greater interest, through educational methods, in the economic advantages of better commercial lighting.

For the former purpose it has applied to the Society for Electrical Develop-

Conventions Coming

ASSOCIATION OF ELECTRAGISTS, Cedar Point, Ohio, August 24-27.

CAMP CO-OPERATION VI, Henderson Harbor, N. Y., September 1-4.

ILLUMINATING ENGINEERING SOCIETY, Spring Lake, N. J., September 7-10.

NATIONAL ELECTRIC LIGHT ASSOCIATION, ROCKY MOUNTAIN DIVISION, Glenwood Springs, Colo., September 13-16.

NATIONAL ELECTRIC LIGHT ASSOCIATION, NEW ENGLAND GEOGRAPHIC DIVISION, Poland Springs House, So. Poland, Me., September 20-23.

NATIONAL ELECTRIC LIGHT ASSOCIATION, GREAT LAKES GEOGRAPHIC DIVISION, French Lick, Ind., September 23-25.

ment for its Red Seal charter. The Chicago Industrial Lighting Committee is now a part of the Electric Association and will so function for 1926-27. This committee won last season's second prize of \$1,500 offered by the N.E.L.A. for the best job of industrial lighting promotion.

Electragist Convention to Celebrate Quarter-Centennial

The 1926 annual convention of the Association of Electragists, International, at Cedar Point, Ohio, August 24-27, will signalize the twenty-fifth anniversary of the formation of a national body of electrical contractors. The Association was established at a meeting in Buffalo, New York, in July, 1901, at which forty-nine men were present. It is expected to have approximately 750 in attendance at the 1926 meeting.

Cedar Point, Ohio, the scene of this year's convention, is a summer resort of great beauty, located on Lake Erie within a few miles of Sandusky.

A large number of manufacturers have taken space at the manufacturers' exhibition which will be held in connection with the convention and the manufacturers' committee has promised a complete exhibit of materials for the contractor-dealer.

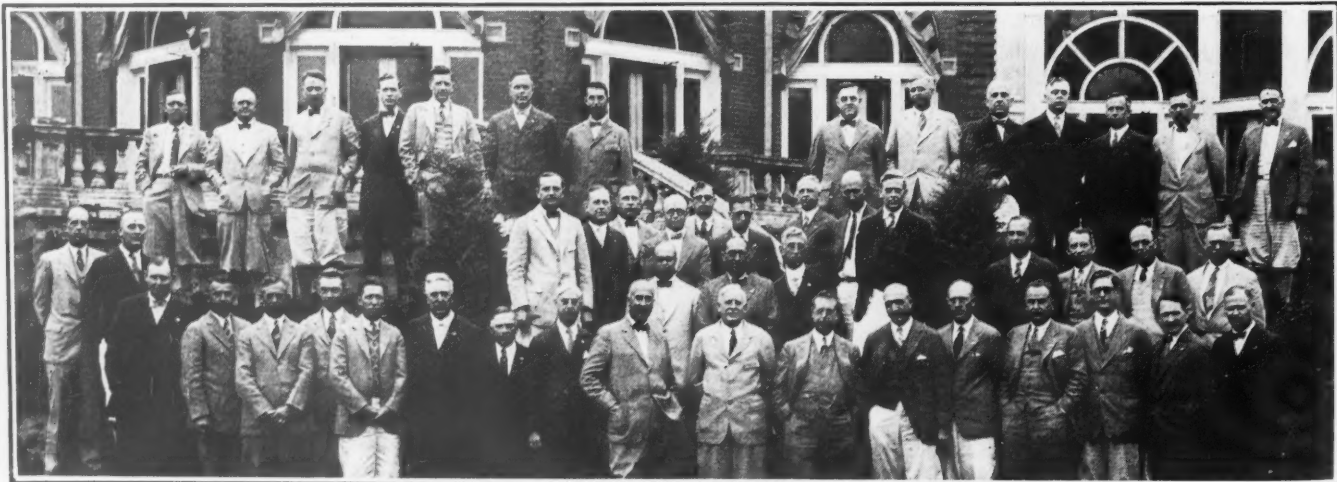
Features of the program include an address by Gerard Swope, president, General Electric Company, and the discussion of these two important subjects: "Shall There Be Set Up An Electragist Standard for Wiring Installations," and "Is State or Municipal Licensing of Electrical Contractors Needed and in What Form?"

The remainder of the program is as follows:

August 24, Tuesday

9.00 A.M.: Opening of Manufacturers' Exhibition, Convention Hall, Cedar Point.
Exhibition Committee: Wm. G. Campbell, Chairman; Samuel A. Chase, Dwight H. G. Palmer, J. O. Wetherbie, Martin J. Wolf.
10.00 A.M.: A.E.I. Executive Committee Meeting.

Graybar Managers Hold Convention at Hot Springs, Va.



Annual managers' conference of the Graybar Electric Company held recently at Hot Springs, Va., attended by fifty representatives of the com-

pany, including Frank A. Ketcham, executive vice-president, George E. Cullinan, vice-president in charge of sales, Leo M. Dunn, vice-president in

charge of merchandising, and Herbert E. Metz, advertising manager of the company. This is the first executive meeting under the new company name.

Electrical Merchandising, August, 1926

10.00 A.M.: Joint Session of State Associations, Convention Hall.

Discussions conducted by Arthur L. Abbott, Technical Director, A.E.I.

"Estimating House Wiring and Small Work."

Small Exposed Rigid Jobs, Example.

Exposed Armored Cable Work, Example.

Metal Molding Work, Example.

House Wiring: Use of Manual Data How to Check Units and Correct to Meet Actual Local Conditions.

Job Cost Records.

Importance: Methods of Keeping.

2.30 P.M.: Group Meetings of State Associations.

3.30 P.M.: Conference of State and Local Secretaries.

Committee in Charge: Arthur P. Peterson, Field Man, A.E.I., Charles E. James, Florida State Ass'n., M. G. Sellers, Pennsylvania State Ass'n., J. Walter Collins, Chicago Ass'n., N. J. Biddle, Detroit Ass'n., R. H. Grobe, Milwaukee Ass'n., C. J. Geisbush, California Electragists.

8.30 P.M.: Dancing in Coliseum.

(All entertainment features under direction of Glad Hand Committee: Samuel A. Chase, Chairman, Tom H. Bibber, Chicago, J. J. Caddigan, Boston, J. Walter Collins, Chicago, Jesse James, Fort Pierce, Hugo Tollner, Brooklyn, Chas. M. Beltzhoover, Cincinnati, Tom F. Hatfield, Indianapolis, Walter H. Murbach, Sandusky, O. A. Robins, Columbus.)

August 25, Wednesday

10.00 A.M.: Twenty-fifth Anniversary Convention. (Formal Opening.)

Appointment of Special Committees.

Address: "Survey of Electragist Relationships," Joseph A. Fowler, President, Association of Electragists, Int.

Address: "An Industry Message," Gerard Swope, President, General Electric Company.

Award of 1926 "James H. McGraw Contractor-Dealer Medal," by Earl E. Whitehorse, Contributing Editor, *Electrical Merchandising*.

2.30 P.M.: "An Electrical Department Store," G. Fred Laube, President, Laube Electric Corporation, Rochester.

(A practical discussion of electrical merchandising by a successful electragist.)

Discussion by delegates.

"Trade Policy Trends and Results," W. Creighton Peet, Chairman, A.E.I. Trade Policy Committee.

Discussion by delegates.

4.30 P.M.: Sectional Meetings: Union Shop Section. Open Shop Section.

8.30 P.M.: Mardi Gras dance in Coliseum.

August 26, Thursday

10.00 A.M.: "Job Control and Measurement of Labor Efficiency Through the Use of Graphic Charts," Walter H. Taverner, President, Walter H. Taverner Corporation, New York.

"Post Mortems and Their Application," O. F. Wadleigh, Sanborn Electric Company, Indianapolis.

2.30 P.M.: "Labor Data on High Tension Transformer Vaults," Harry C. Turnock, Hatfield Electric Company, Cleveland.

"Analysis of Some Typical Wiring Installations," J. H. Schumacher, President, Schumacher-Gray Company, Ltd., Winnipeg Chairman, A.E.I. Cost Data Committee.

"New Developments of Wiring Data," Arthur L. Abbott, Technical Director, A.E.I.

"Practical Application of the Electragist System of Estimating," C. J. Geisbush, Executive Secretary, California Electragists, Southern Division.

7.30 P.M.: Twenty-Fifth Anniversary banquet.

Special Entertainment Features.
Anniversary Souvenirs for Ladies.
Music by Macks Orchestra.

August 27, Friday

10.00 A.M.: Symposium: Should there be set up "An Electragist Standard for Wiring Installations?"

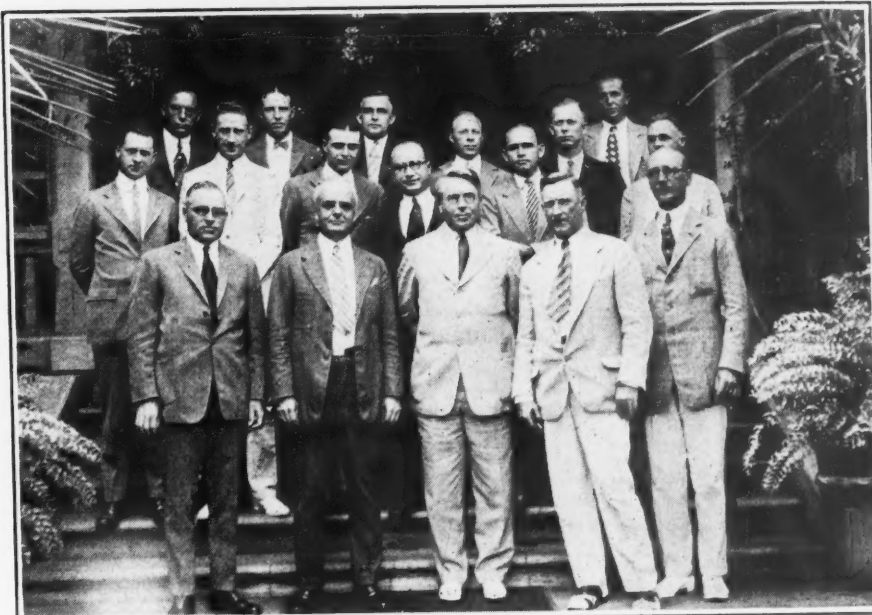
Symposium: Is State or Municipal Licensing of Electrical Contractors Needed? What form?

Discussion of these important questions open to all electragists, with recommendations for action.

New Business—Suggestions by members.
Resolutions Committee Report.
Adjournment.

2.30 P.M.: A.E.I. Executive Committee Report.

Electrical Refrigeration Council of Faraway Hawaii



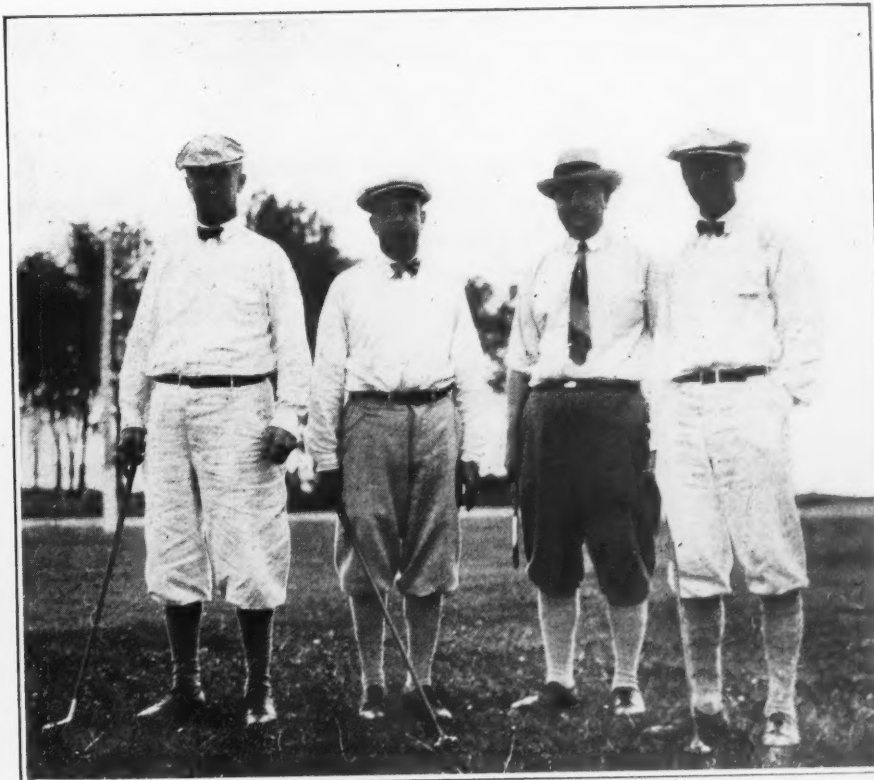
At the call of J. Robert Crouse, founder of the Society for Electrical Development, the Honolulu council of electric refrigeration distributors has been formed as above pictured.

R. Alex Anderson of the Von Hamm Young Company, Ltd., has been elected chairman, with C. E. Nolan of the Hawaiian Electric Company as secretary.

The Western Electric Company announces that Charles Leslie Rice has been appointed works manager in charge of the

Hawthorne Works in Chicago. His staff will be headed by S. S. Holmes as assistant works manager.

Why Conventions Go To Montreal



Snapped on the links at the Canadian metropolis during the recent convention of the Artistic Lighting Equipment Association. From left to right: Fred R. Farmer of Beardslee Chandelier Company, president-elect of the Association; E. C.

McKinnie, Curtis Lighting, Inc., both of Chicago; H. S. Bartholomew Cooley, Marvin Company, Boston, and J. Wm. Schulze, Alfred Vester Company, Providence, vice-president elect of the lighting association.

Half your selling is already done!

WHEN a woman comes in to buy a vacuum cleaner, and you take out the Premier Duplex—half your selling is already done. Years of advertising—years of missionary sales talks have made her familiar with the big selling points of the cleaner.

Double action is a phrase she knows. It needs little, if any, explanation. No oiling is a feature she appreciates and associates with the Premier Duplex. Lifetime use is an important quality that she has learned to demand of a cleaner.

Half your selling job is done. Just give her a good, straight demonstration of the Premier Duplex—and convince her.

*Sell the Cleaner Women Already
Know About and Understand —
and Make Quick, Sure Sales!*

Premier Duplex

ELECTRIC VACUUM CLEANER CO., INC.
Cleveland, Ohio

Manufactured and distributed in Canada by the Premier
Vacuum Cleaner Company, Ltd. Toronto.



More
than 150
Central Stations

are taking advantage of the present vacuum cleaner situation. They are featuring the Premier Duplex not only because they have tested it and found it highly efficient, but also because they have found that it sells with the speed of a known advertised article.

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Davidson Chairman Commercial Section, N.E.L.A.

The appointment of former president James E. Davidson as chairman of the National Electric Light Association commercial section, has been announced by president R. F. Pack.

W. B. S. Winans and W. A. Jones, of H. L. Doherty & Company, are chairmen of the accounting and public relations national sections respectively; and C. F. Hirschfeld, of the Detroit Edison Company, is chairman of the engineering national section.

Program for Camp Co-operation VI

The business program for Camp Co-operation VI, which will be held at Association Island, Henderson Harbor, N. Y., Sept. 1-4, next, has been drawn up by the League Council in co-operation with The Society for Electrical Development. J. E. North, president of the Electrical League of Cleveland, is chairman of the program committee and will be responsible for selecting the speakers from the various leagues to present papers on special subjects.

The flag-raising address at the opening ceremonies on Wednesday morning, September 1, will be made by J. Robert Crouse, the father of the society, and it will be followed by an address of welcome by W. W. Freeman, president of the society.

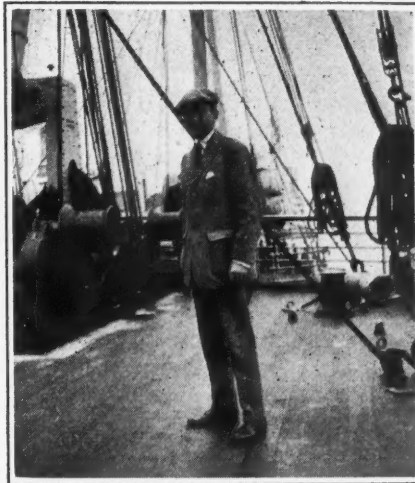
On Wednesday evening, there will be several talks by leaders in the industry to be followed by "League Activities"—reports from several of the leagues on outstanding activities undertaken during the past year.

Thursday morning, Sept. 2, the subjects will include national activities by commodities—refrigeration, lighting, delivery and industrial truck, etc. Thursday evening, the women's session will be held.

On Friday morning, September 3, the program is to be devoted to wiring subjects: (a) Summary of the progress of the Red Seal Plan to date; (b) progress reports by licensed leagues; (c) wiring activities for commercial and industrial buildings; (d) report on the Uniform Ordinance. On Friday evening, there will be a round-table session, at which time several national activities will be presented in addition to a discussion of the legal aspects of league work, promoting industrial relations and other subjects to be selected.

On Saturday morning, September 4, industrial activities will be covered. This will be followed by a summing up of the work of the Conference, which will close on Saturday evening with the annual banquet. The following committee chairmen have been appointed to handle the various details for the comfort and pleasure of the conferees:

Reception Committee, Samuel Adams Chase; *Entertainment Committee*, T. H. Bibber; *Exhibition Committee*, J. J. Caddigan; *Sports Committee*, M. E. Curran; *Golf Committee*, J. E. McAuliffe; *Pleasure Boating Committee*, G. F. Laube; *Prize Committee*, L. L. Strauss; *Tennis Committee*, G. W.



D. K. Chadbourne starboardin' from Shanghai to Hong-Kong on the S.S. President Jackson in the interests of the Westinghouse Electric International Company, of which he is general manager.

Austen; *Yachting Committee*, H. E. Dawson; *Indoor Bowling*, E. W. Rockafellow.

Fred P. Vose, Secretary of the National Electrical Credit Association will act as toastmaster at the annual banquet. Requests for reservations for the conference are being received at Society headquarters daily, and as the accommodation at the island is limited, it is suggested that those desiring to be present send in their requests for reservations promptly. H. B. Kirkland of the staff of the Society is camp manager and all communications for information about the conference should be addressed to him at 522 Fifth Avenue, New York.

Twentieth Anniversary Convention of I.E.S.

Marking the founding of the Society in 1906, the twentieth anniversary convention of the Illuminating Engineering Society is to be held at Spring Lake, New Jersey, from September 7 to 10 inclusive, with headquarters at the Essex and Sussex Hotel. The convention will commemorate the completion of twenty years of progress in furthering the objects of the Society.

A special feature of the program, particularly appropriate at this time, will be a session devoted to developments in the art of illumination which have taken place during the twenty years of existence of the Society. Another session, which will be of interest to central-station lighting men, will be devoted to the presentation and discussion of the Lighting Sales Manual, prepared by a joint committee of the Illuminating Engineering Society and the National Electric Light Association.

There will also be presented a series of interesting and practical papers covering a variety of subjects such as the effect on illumination of dirt accumulation on glass, distribution characteristics of various types of glass, natural lighting in schools, etc.

Past Due Accounts Show Decrease

The National Electrical Credit Association, Chicago, submits the following report showing the number of past due accounts reported during June, 1925 and 1926, as compared with the six months just passed:

The Electrical Credit Barometer

Number of Accounts Reported

Division	Six Months 1925	1926	Per Cent Increase or Decrease
New York Ele c'l Credit Ass'n.	2,411	2,390	— .8
Electrical Credit Ass'n., Middle & Southern Atlantic States	1,423	1,163	—18.3
Electrical Credit Ass'n., New Eng. Div.	512	541	+ 5.6
Pacific Coast Elec'l Credit Ass'n.	115	167	+ 45.2
Electrical Credit Assn., Central Division.	5,531	5,638	+ 1.9
Total.	9,992	9,899	— .9

Total Amounts Reported

	Six Months 1925	1926	Per Cent Increase or Decrease
New York Division.	\$366,011	\$358,730	— 2.5
Middle & Southern Atlantic States Division	201,149	124,121	—38.3
New England Division.	60,454	51,815	—14.3
Pacific Coast Division.	16,746	29,331	+15.1
Central Division	664,887	606,558	— 8.8
Total.	\$1,309,247	\$1,163,555	—10.7

	Six Months 1925	1926
New York Division.	\$151	\$149
Middle & Southern Atlantic States Division.	141	107
New England Division.	118	96
Pacific Coast Division.	145	175
Central Division.	121	108

Red Seal Plan Progress

A license to operate the Red Seal Plan was granted to the Electrical League of Rhode Island recently.

Applications for licenses have been received from the Electrical League of Jackson, Michigan, and the Electrical Association of Savannah, Georgia.

During the month, much interest has been displayed in the Red Seal Plan by a number of important southern cities and many requests are being received by The Society for Electrical Development for information as to the operation of the plan both from individual companies and from electrical leagues. Requests also have been received from Great Britain and India.

Pennsylvania Contractors to Meet

The Pennsylvania State Association of Electrical Contractors and Dealers, Inc., will hold its fourteenth semi-annual convention at Philadelphia, October 4 to 6, 1926. Business sessions will be held at the New Elks Club, Broad and Vine Streets.

The Autovent Fan and Blower Company announces the following sales appointments: A. E. Bacon, Denver, Colo.; Allied Industries, Portland, Ore.; R. M. Booth, Cincinnati, Ohio; and E. H. Briggs and Company, Winnipeg, Canada.

Ice and Refrigeration Executives Urge Construction Policy

During recent months, a rather acute situation has developed between the ice and electric refrigeration industries as a result of unethical advertising which has been appearing with increasing frequency in various parts of the country. This situation has attracted the attention of executives in both industries and has been taken up by associations representing the various interests concerned. With the hope that a common ground of mutual interest could be found, a conference was called by the National Association of Ice Industries in Chicago, June 29, 1926. The meeting was attended by representatives of large ice companies and manufacturers of electric refrigerators, the American Association of Ice and Refrigeration, the National Association of Ice Industries, the Society for Electrical Development, and the Electric Refrigeration Council, the latter being an organization of electric refrigerator manufacturers now in process of formation.

At the meeting, examples of negative advertising which have appeared recently in the form of newspaper advertisements, booklets and letters were reviewed and discussed. Advertisements emanating from both industries, making disparaging references, and in many cases, positive misstatements of fact, were pointed out. It was generally agreed among those present that all advertising of this class is not only ill-advised but also fruitless and unprofitable, and a positive waste of money and effort.

It was pointed out that the common problem of both industries is to educate the public to broader appreciation of the necessity for food protection through adequate refrigeration. The conference, after canvassing the whole situation, adopted which in part follows:

Whereas, it was unanimously agreed that it is unprofitable and wasteful to devote space to unethical and unwarranted attacks by one industry upon the other, that such practices are detrimental to the interests of both industries, therefore

Be It Resolved, that the representatives of the associations and the individual companies here present, go on record as being opposed to such practices; that they pledge themselves to use their influence to bring about the abatement of such advertising; and

Be It Resolved Further, that newspapers and magazines be requested to refuse such advertising; and that advertising agencies and publicity writers be urged to use constructive methods only in presenting this important subject to the public.

Curtis Lighting, Inc., announces that three members of the 1926 Curtis Lighting Training Group, have completed their intensive course of training in the home office in Chicago and have been placed in territorial offices as junior sales engineers. B. C. Cooper has joined T. H. Bailey, Jr., at Baltimore; L. G. Dury has joined the sales staff at New York, and C. F.



E. S. Ridgway, who has been appointed general sales manager of the Electric Household Utilities Corporation, Chicago.

Latham is in the Boston office. A fourth member of the group, P. M. Rutherford, has joined the sales force at Chicago.

G. E. Orders Second Quarter 19 per Cent Over Last Year

Orders received by the General Electric Company for the first six months of 1926 totaled \$165,405,720, representing an increase of 10 per cent over the \$150,315,228 booked in the corresponding six months of 1925, President Gerard Swope has announced.

For the three months ended June 30 this year, orders totaled \$78,972,062, compared with \$66,468,992 for the second quarter of 1925, an increase of 19 per cent.

New York City Appliance Sales \$19,213,729 in 1925

With the assistance of electrical manufacturers, dealers and contractors of New York City, the New York Edison Company has been gathering information to determine the extent to which "merchandising" of electrical devices is being developed in the metropolitan territory. Arthur Williams, vice-president of the company, gives the following results of the questionnaires for the year 1925, as thus far obtainable, also a comparison with the figures for the 12 months ended May 31, 1924, and the 12 months ended May 31, 1920:

Summary of Questionnaire Replies

	Year 1925	Twelve Months Ended May 31, 1924	Twelve Months Ended May 31, 1920
The total number of replies received was.....	387	363	275
Gross sales of electrical appliances and current consuming devices, exclusive of wiring and permanent or portable lighting fixtures, amounted to.....	\$19,213,729	\$13,949,111	\$3,370,014
Gross sales of lamp fixtures, either portable or for permanent connection, amounted to.....	4,697,399	2,438,797	1,127,760
Electric wiring installed, exclusive of fixtures and devices, aggregated.....	6,521,809	4,088,699	3,082,405
The approximate average value of electrical appliances and current consuming devices (other than lighting fixtures), carried in stock was.....	1,593,188	1,317,072	677,583
The approximate average value of lighting fixtures, portable and permanently connected, carried in stock was.....	1,161,162	785,178	282,517

New General Sales Manager, Electric Household Utilities Corporation

E. S. Ridgway, formerly vice-president and general manager of the Utensils Company, Fort Wayne, Ind., has been appointed general sales manager of the Electric Household Utilities Corporation, Chicago (formerly Hurley Machine Company). He will have complete charge of sales of Thor washers, ironers and vacuum cleaners.

Mr. Ridgway is well known in the electrical industry for his record with the Utensils Company. After leaving the navy in 1920, Mr. Ridgway was placed in charge of sales distribution of the company and after two years was elected to the position of vice-president and general manager. Prior to his entry into the navy he was connected with the sales department of the National Cash Register Company.

Other Changes

Mr. Ridgway's appointment follows other important changes in the Hurley Machine Company. The first was the change in name to the Electric Household Utilities Corporation and the second the appointment of Neil C. Hurley, president, to chairman of the board and of S. D. Heed, general manager of the Union Gas & Electric Company of Cincinnati to president.

Day-Fan Holds Eastern Conference

The Eastern section conference of Day-Fan distributors was held recently in New York City and was attended by the Day-Fan distributors from the Eastern sales district.

The meeting was conducted by Chas. T. Lawson, vice president and sales manager with the assistance of D. A. Graham, vice president and treasurer in charge of advertising.

Announcement has been made of the new ten-acre manufacturing plant which has just been purchased by the company and also that the name of the company has been changed from the Dayton Fan and Motor Company to Day-Fan Electric Company, in order to capitalize on the trade name.

A. H. Allcott, for many years manager of electric shops of the Narragansett Electric Lighting Company, Providence, R. I., has resigned. For the present, the activities of the merchandising department will be under the supervision of Frank A. Gallagher, Jr., manager of the lighting department. His headquarters are at the Turk's Head Building, Providence.